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\* Project designers I.M. Pei & Partners.

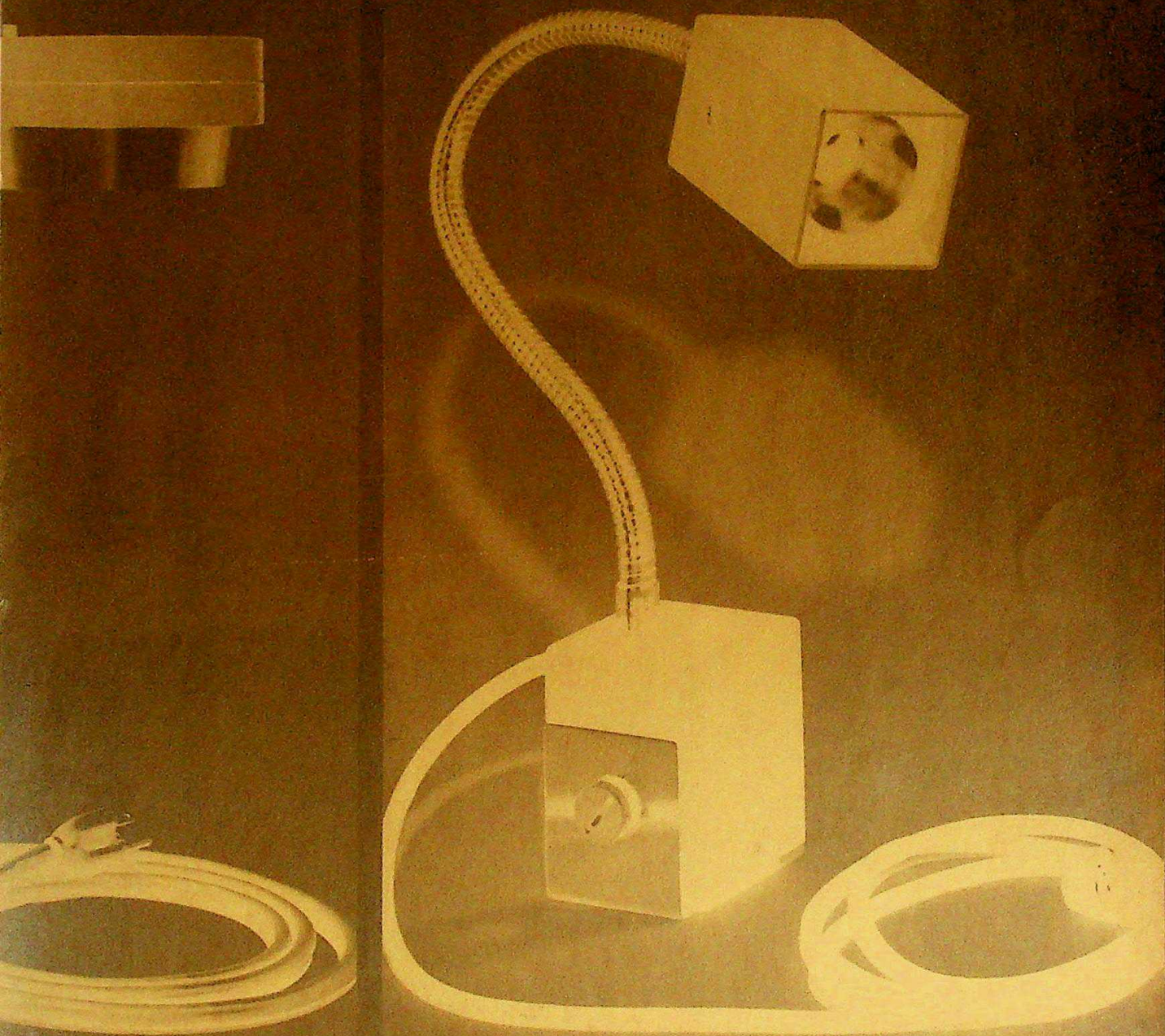
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INDUSTRIAL DESIGN  
11-1969

LAMP BOX  
A-I

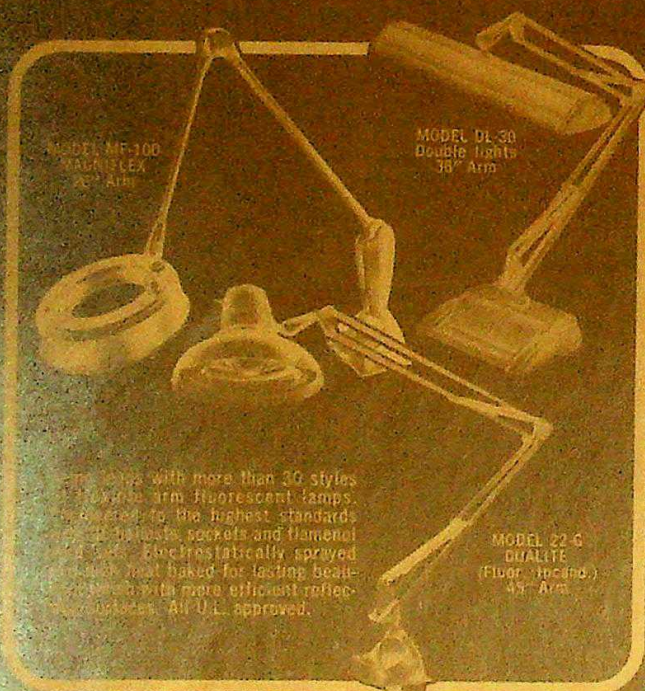


puts the light  
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at work!



MODEL 424-G  
Double lights  
36" Arm

It's true... wherever you see skilled people at work, you'll find an Acme portable fluorescent lamp doing its part to help make the work go more smoothly. Badly designed lamps can be an annoying hindrance if you have to fiddle with the positioning - but Acme's Magic Arm with Feather-Touch controls adjusts with the slightest pressure and stays there! Office workers, engineers, artists, architects, photographers, retouchers, printers, draftsmen, machinists and electronic technicians find Acme the perfect answer for their demanding tasks. Let Acme do a job for you too!



MODEL MF-10D  
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MODEL DL-30  
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36" Arm

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Come to us with more than 30 styles of flexible arm fluorescent lamps. Designed to the highest standards, they feature sockets and flammol tubes. Electrostatically sprayed and heat baked for lasting beauty. Equipped with more efficient reflector optics. All U.L. approved.



**ACME LITE PRODUCTS CO., INC.**  
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Manufacturers of the most complete line of flexible arm portable lamps for more than a quarter century.

See us at NOPA-Booth 1305

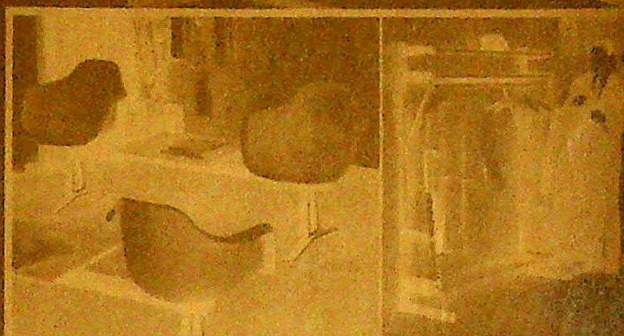
For More Information Circle Reader Service Card No. 402

September 15, 1969

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LAMP BOX A-I



LIGHT & LIGHTING

1-1969

P. 25

LAMP BOX A-I

# NEW MEGATRON SPATIAL ILLUMINATION METER

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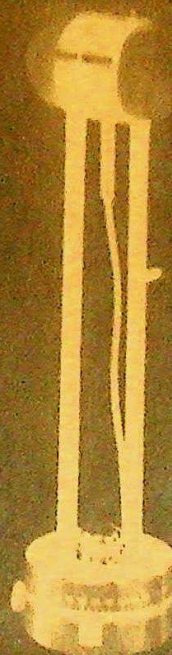
*ILLUMINATION VECTOR*



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Baton

Lytebeam

Lyric

Lytegem

Lytegem

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Lightolier high-intensity lamps brighten any gift-giving occasion. Even if the gift is for yourself. They throw pure white concentrated light. They're practical. They're flexible. And they look as sharp as the light they throw.

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Baton is the first high-intensity lamp with two bulbs in one shade for a wider spread of illumination. Arm tilts, shade swivels. Perfect for pianos, desks, typewriters. Four color schemes. \$24.95.

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See them soon. Whichever you choose as a gift, you can be sure it'll be used and appreciated.

Lighting to Look At...Lighting to See By.

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New York • Chicago • Los Angeles • Dallas

<p>ATLANTA: Division Paxon Co. Baltimore: H. S. Zier Bros. Boston: John W. Marsh Co.</p>	<p>CHICAGO: Carson, Pirie Scott &amp; Co. CINCINNATI: Shillito's CLEVELAND: Halle Bros. Co. Higbee Co.</p>	<p>May Co. COLUMBUS: Lazarus DALLAS: Sanger-Harris Titcher Goettinger DAYTON: Halle Bros. Co. Rike-Kumler</p>	<p>DENVER: Denver Dry Goods May D &amp; F HARTFORD: G. Fox &amp; Co. HOUSTON: Foley Bros.</p>	<p>KANSAS CITY: Macy's LOS ANGELES: Broadway Dept. Store Bullock's Inc. The May Co., Calif. MIAMI: Burdine's</p>	<p>Jordan Marsh MILWAUKEE: The Boston Store Gimbel-Schuster MINNEAPOLIS: Dayton Co. NEW JERSEY: Bamberger's</p>	<p>NEW ORLEANS: Maison Blanche NEW YORK: Abraham &amp; Straus Bloomingdale Bros. Gimbel Brothers, N. Y. Macy's New York Stern's</p>	<p>OAKLAND: Capwell's PHILADELPHIA: Gimbel Brothers Lit Brothers Strawbridge &amp; Clothier PITTSBURGH:</p>	<p>Gimbel Brothers Kaufmann's PORTLAND: Meier &amp; Frank SAN FRANCISCO: The Emporium Macy's California SEATTLE:</p>	<p>The Bon Marche ST. LOUIS: Stix, Baer &amp; Fuller Co. WASHINGTON: The Hecht Co. S. Kann Sons Co. Lansburgh's Woodward &amp; Lothrop</p>
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LAMP BOX A-I



**THE PARTY PLACE!** Acapulco . . . boasting more revelry per square mile than any other spot in the world . . . the place where the placesetters settled . . . to have their flings.

VENTURE dropped into Acapulco on a particularly festive weekend. Found 112 parties in full swing. Ran the gamut from tequila toasts to limbo dancing. Even took a dip in Merle Oberon's pool.

Then, VENTURE left Acapulco. Took its readers on a horseback ride up the cone of Parícutín, poked through the jungle ruins of Chichén Itzá, searched for silver trinkets in Taxco, and caught the first show at the Ballet Folklórico in Mexico City.

This is the way VENTURE travels. One article may find you boarding a luxurious yacht in Monte Carlo. The next may have you swapping tales with an Irish worker in a Dublin pub. But, whatever the setting, you can be assured the experience will be a pleasurable one.

There's even more to VENTURE than its spirited itinerary. Like its magnificent full-color photographs . . . its superb illustrations . . . its lively prose . . . and every issue is capped by the exclusive VENTURE/GUIDE which tells you everything you need to know about each place visited: Where to stay, dine, shop, etc. And VENTURE is now published monthly with combined issues in July/August and December/January.

A year's odyssey with VENTURE carries a regular subscription price of \$12.50, but you can join us now for the low introductory rate of \$9.50 . . . and save 24%.

To make your reservation simply mail your name and address to us. We will bill you later.

## VENTURE

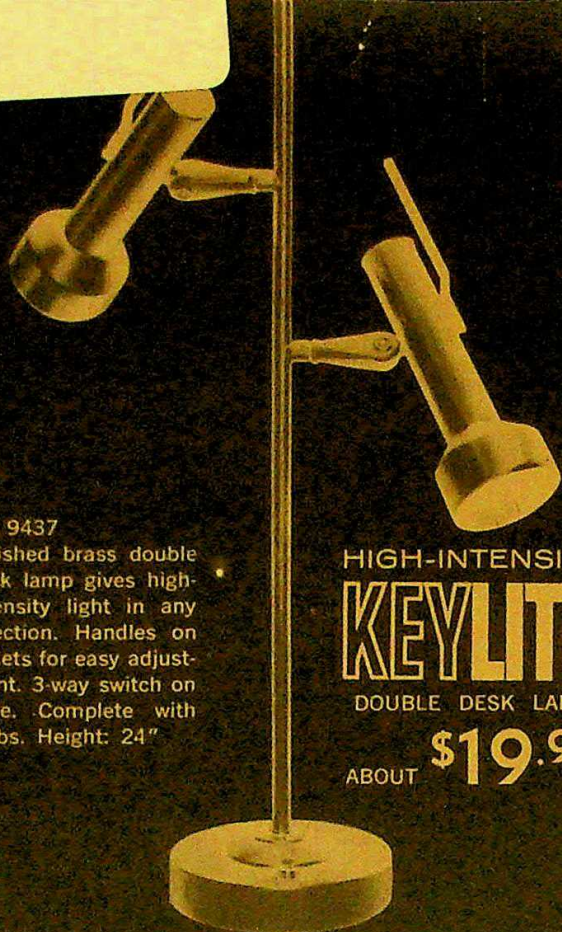
THE TRAVELER'S WORLD

DEPT. H628 BOX 1778

DES MOINES, IOWA 50306







No. 9437

Polished brass double desk lamp gives high-intensity light in any direction. Handles on bullets for easy adjustment. 3-way switch on base. Complete with bulbs. Height: 24"

HIGH-INTENSITY

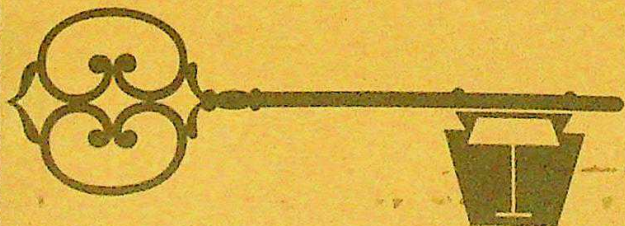
**KEYLITE**

DOUBLE DESK LAMP

ABOUT **\$19.95**

KEYSTONE'S  
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- Diversified authentic styling
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KEYSTONE LAMPS SELL IN VOLUME AT FULL MARK-UP

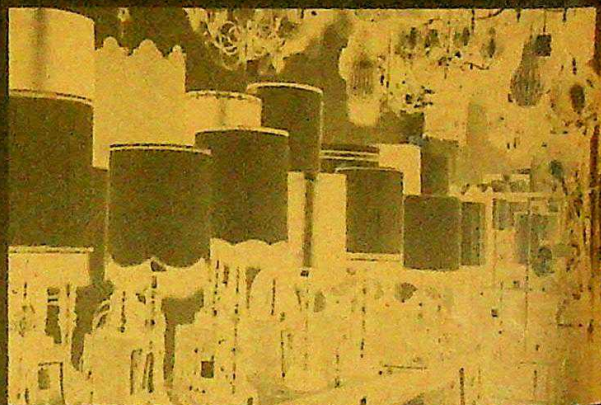
**GET  
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Keystone Lamp Mfg. Corp., 230 Fifth Ave., New York 1, N.Y. • Factory: Stratford, Penn.

*new showrooms  
at 230 Fifth Ave.*



A distinguished new showroom was opened in Room 1404 at 230 Fifth Ave., recently, by Mario Sales, Inc., featuring a line of quality lamps, including lamps of leather, for which the firm has long been noted.



Lamps, fixtures and a new line of solid cast brass accessories are displayed in a showroom opened in June by Astro Lamps, Inc. and Mayfair Lighting, in Room 1307. Modern, traditional and contemporary styles are featured.



Tole by Tolen—William Tolen & Son, Inc., has a fresh and bright new setting in Room 503 at 230. The line also includes brass and bronze floor, wall and hanging lamps, as well as fixtures, poles and smokers.

LAMP JOURNAL for September, 1966



## FIRST WITH THE FINEST — TWO NEW PORTABLE LAMPS

*Two, well conceived,  
ACME quality, low priced lamps...*

designed and precision engineered with these fine ACME features:

- ✓ Approved GE ballasts, sockets and flamenol cord sets.
- ✓ Electrostatically spray painted for long lasting, beautiful finish.
- ✓ An easy to reach starter switch for instant lighting.
- ✓ Modern heavy cast base designed to take very little space.

Model 5002  
Two Lite **\$14.95**

- ✓ Rubber bumpers to protect surfaces.
- ✓ ACME's swivel on shade and goose-neck arm for easy adjustment.
- ✓ Individually boxed for easy handling.
- ✓ All ACME lamps are UL approved.
- ✓ Manufactured of components and material made in the U.S.A.

Model 5001  
One Lite **\$12.95**

Write for our fully descriptive, illustrated catalog showing more than thirty fast-selling models... and our new liberal quantity discount prices.



ACME LITE PRODUCTS CO., INC.  
CONGERS, N. Y.

*Leather Touch Chair*

## CATALOGS & BULLETINS

**Available free to readers  
of Lighting upon request**

**L AND P FIXTURES**—Several booklets describe fluorescent and incandescent lighting fixtures for commercial, residential, and industrial applications are included in a new illustrated catalog from L and P Lighting.

Write No. A-110 on reader service card

**SYLVANIA FLUORESCENTS**—New Lifeline 90 hour fluorescent lamps which use less power are the subject of literature available from Sylvania Electric Products. A relamping plan is included with the descriptive data on the lamps.

Write No. A-113 on reader service card

**MOE RESIDENTIAL FIXTURES**—Hundreds of decorative residential lighting fixtures are described in the new 72-page color catalog from Moe Light Inc. Thomas Industries, Inc. Included are several illustrations of the fixtures in room settings.

Write No. A-114 on reader service card

**HOLOPHANE REFERENCE**—Valuable lighting reference data and complete specifications of the company's new lighting products are the subject matter of the new "Datalog" which Holophane Co., Inc., is now offering to the lighting industry.

Write No. A-115 on reader service card

**RADIANT INDUSTRIAL LAMPS**—More than 40 types of industrial incandescent and mercury reflector lamps for indoor and outdoor applications are covered in a 16-page catalog offered by the Radiant Lamp Corporation.

Write No. A-116 on reader service card

**POLRIZED LIGHTING PANELS**—Certified technical data and literature on multilayer polarizing lighting panels which produce high visual efficiencies, reduce reflected and direct glare, and improve contrast and color rendition, are available from Polrized Panels.

Write A-119 on reader service card

**ARTCREST LUMINOUS CEILINGS**—Information on the attractiveness, practicality, and ease of installation of packaged luminous ceilings is available in an illustrated bulletin from Artcrest Products Co. Included are price lists and a planning sheet.

Write No. A-120 on reader service card

**LIGHTING AND ELECTRONICS PRODUCTS**—Architectural, decorative, theatrical, television, and control lighting products are described and illustrated in a 44-page index available from Lighting and Electronics, Inc.

Write No. A-121 on reader service card

**PHOENIX LANTERNS**—Catalog 1063 offered by Phoenix Lighting Fixture Co., Inc., contains 68 pages illustrating and describing the company's complete line of indoor and outdoor lanterns in various styles and materials.

Write No. A-122 on reader service card



Desk Lamp Box

A-1

WE ESTIMATE THAT

**\$400,000 PROFIT**

WILL BE CREATED BY

**"AMOUR"**

DECORATOR BULBS

*Between Now and December 31st!*

WILL YOU GET YOUR SHARE?

**RESEARCH LIGHTING CORP.**

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Camden 5, N. J.

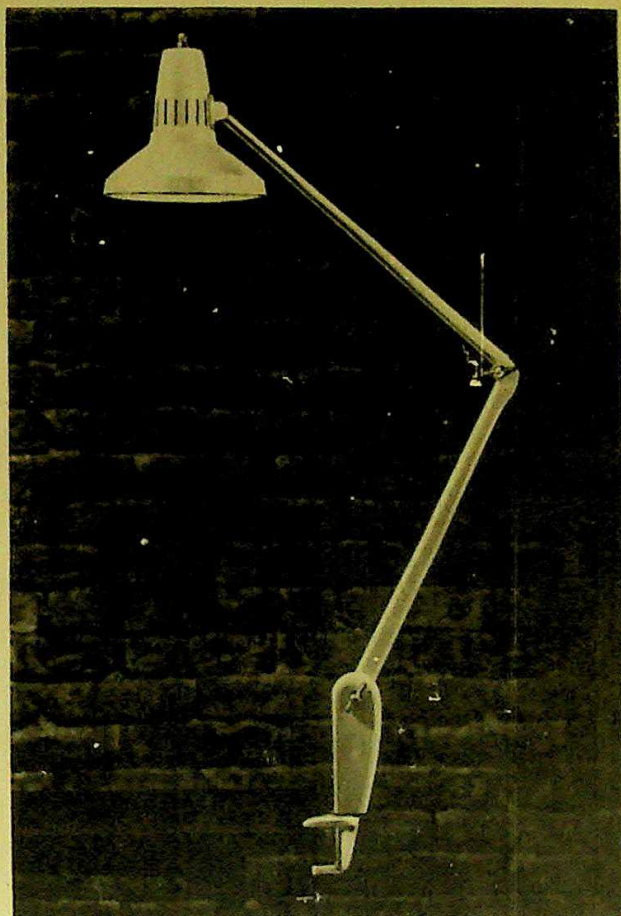
Write for Catalog Sheet

Midwest & Far West Representative Wanted

### New Swing Lamp Catalog

Swing Lamp Corporation's new two-color catalog is now available for distribution. The four-page catalog illustrates and describes the new, exciting line of "swing" incandescent lamps. Versatile swing lamps are portable and precision-made of quality materials.

Swing adjustable lamps with their many features stay put where positioned, and are ideal for use on assembly lines, inspection benches, machinery, drafting tables, office equipment, and in homes and workshops.



Swing Lamps are available in various models and shade styles with brackets and bases which permit them to be mounted and positioned anywhere. Also, the lamps are available in the latest decorator colors. They are UL approved and distributed nationally. For catalog and prices, write to Swing Lamp Corporation, 115 Don Bosco Place, Port Chester, N. Y.

### Haeger Announces Artware Catalog

A new 24-page catalog of vases, planters, ashtrays, candy dishes, bowls, figurines, jardinières, centerpieces and other pieces of artware is now available from Haeger Potteries Inc., 7 Maiden Lane, Dundee, Ill.

### Lagin Appoints Fish

Dick Fish has been named assistant sales manager of Nathan Lagin Co., Inc., Westbury, L. I., lamp manufacturer. Mr. Fish was formerly with Anchor Plastics Co., Long Island City supplier, as sales representative.



**A NEW  
CONCEPT  
in  
Lamp Decor**



**GOLD<sup>n</sup> WHITE  
TABLE LAMPS**

*Styled for Italian,  
French Provincial &  
Traditional Settings*

Lamp bases attractively finished  
Gold Antique on Wood, Highly  
Translucent Shades, 3-Way  
Lighting.

**NAVIS & SMITH Co. Inc.**

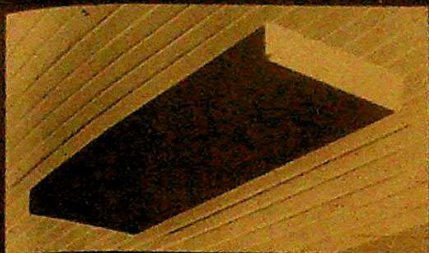
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PERMANENT AIR CONDITIONED SHOWROOMS  
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## NEW PRODUCTS

### Water fluorescent fitting

The popularity of shallow 'water' fluorescent fittings is further indicated by the introduction of a range of this type by SLR Electric, suitable for ceiling or wall mounting. The fittings are of simple design, comprising metal end panels finished matt black with a wrap-round en-



Two of the new series of water fittings now produced by SLR Electric: above, ceiling-mounted fluorescent unit, and left, matching wall-unit for g.l.s. lamps.

of opal 'Perspex'. Three sizes are at available: a ceiling fitting for three w lamps, and wall fittings for two 2ft, and two 60 w filament lamps; these can be augmented by other variations. SLR Electric Ltd, Welbeck Works, Welbeck Road, South Harrow, Middlesex.

### Portable u.v. lighting

A portable ultra-violet light source for forensic and general industrial use has recently been developed by Rivlin. The unit comprises a uv lamp in a parabolic reflector together with control gear, the latter being housed in a portable case into which the lamp and reflector is fitted for transportation. The unit has uses for detecting stains, identifying marked coins and combs and checking fluorescent dyes in textile manufacture.

J. Rivlin Ltd, 17, Brunswick Street, Leeds 2.

### Versatile trunking system

A new system of suspended trunking for electrical distribution and lighting, which offers wide versatility, is announced by the Power Centre Co, part of the Electrical Division of the ICI Group. Known as 'Hi-duct', it is made from galvanised steel with a section designed to impart high rigidity, thus reducing the frequency of suspension points. The



Components of the Power Centre Co's new trunking system showing the 13A socket outlet with fluorescent fitting; are also available for use with it.

trunking is supplied in 12 ft lengths, joined on installation by a special friction coupling which effects a strong joint without the use of screws. Electrical outlets and other accessories may be fitted along the trunking at will, without cutting or drilling.

Power Centre Co Ltd, Wednesbury, Staffs.

### Control for sun glare

A new window blind, made by a Dutch industrial group, is now being marketed in this country by Baco Products. Known as the Balastore, the blind is made from a roughened and processed fibre which is claimed to make it the least expensive blind available and which has enabled the firm to provide a five year guarantee. It is a multi-slatted blind, designed to permit the entry of adequate daylight without glare. A feature of the blind is that its raising and lowering action is said to shake off any dust which has collected on it. Remaining marks may be quickly and easily wiped off with a damp cloth. Blinds are available in twenty-three widths from 18 in. to 104 in, and extend to a depth of 6 ft 6 in. If windows are not as deep as this the unwanted length of blind remains neatly folded at the bottom.

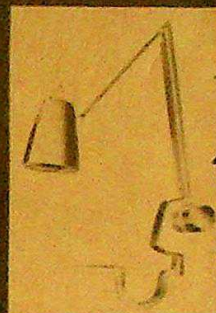
Baco Products Ltd, Lifford House, Uphill Parade, Kingsbury Green, NW9.

### Multi-level domestic lamp

In response to the increasing popularity of North American table and floor standard fittings (as shown by the recent exhibition of American home lighting at the US Trade Centre in London), Philips have now introduced to this country a twin filament multi-level mains voltage lamp which can be used with these fittings. The two filaments are of 60 w and 100 w rating and with the switching arrangement usually provided either filament can be operated separately or the two together to give three light outputs. In this way it is possible to adjust the amount of light to cater for the quite different needs of, say, television viewing and sewing. The lamp sells at 7s. 4d. Philips Electrical Ltd, Century House, Shaftesbury Avenue, London, WC2.

### Adjustable desk fitting

For those locations where local lighting may be adopted to solve particularly difficult problems, the Lamp Division of Simplus Horstmann have just introduced an attractive adjustable desk lamp. It is a simply-styled unit with a low-glare reflector capable of housing from 40 to 100 w, 60 mm diameter tungsten lamps. The



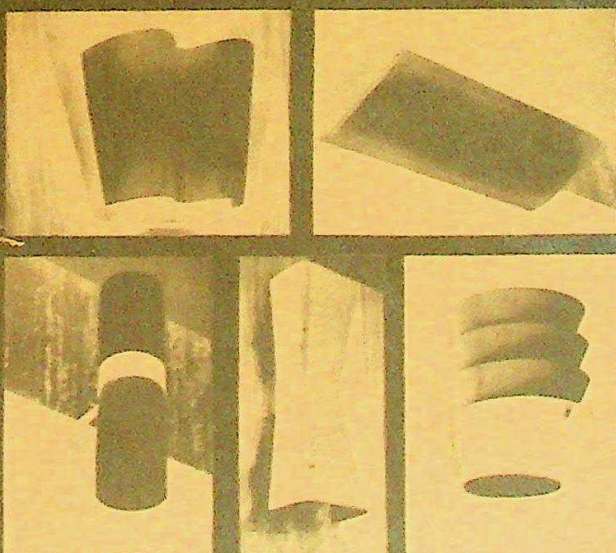
The new Simplus Horstmann adjustable-bucket local lighting fitting, with damping board mounting.

suspension bracket has a 24in reach and is fitted with the Horstmann rolling weight action which gives a positive balance at any angle of adjustment and can be re-positioned at the touch of a finger. The reflector itself may be secured in any position by means of a damping screw. Three versions are available: one for desk top mounting another for attachment to the under side of drawing boards fitted with dust covers or parallel motion straight edges and the third with a screw-down base for factory and workshop use.

Simplus Products Ltd, 31/32 Alfred Place, London, WC1.

### New Courtney Pope designs

A variety of new lighting fittings having commercial and domestic application has recently been introduced by Courtney Pope. The fittings include wall mounting and pendant units for tungsten filament lamps; one of the wall mounted units is an interesting design of four cones fitting one into the other to give both upward and downward lighting; a number of different colour finishes is available. Another unusual wall-mounting unit comprises a cluster



Some wall-mounted units of the new Courtney Pope fittings: top, left, unusual design with 'Perspex' moulding and wood bark plate and, right, 2 ft fluorescent fitting; below, left, opal Perspex cylinder, centre, decorative perforated metal shade and, right, multi-lens unit.



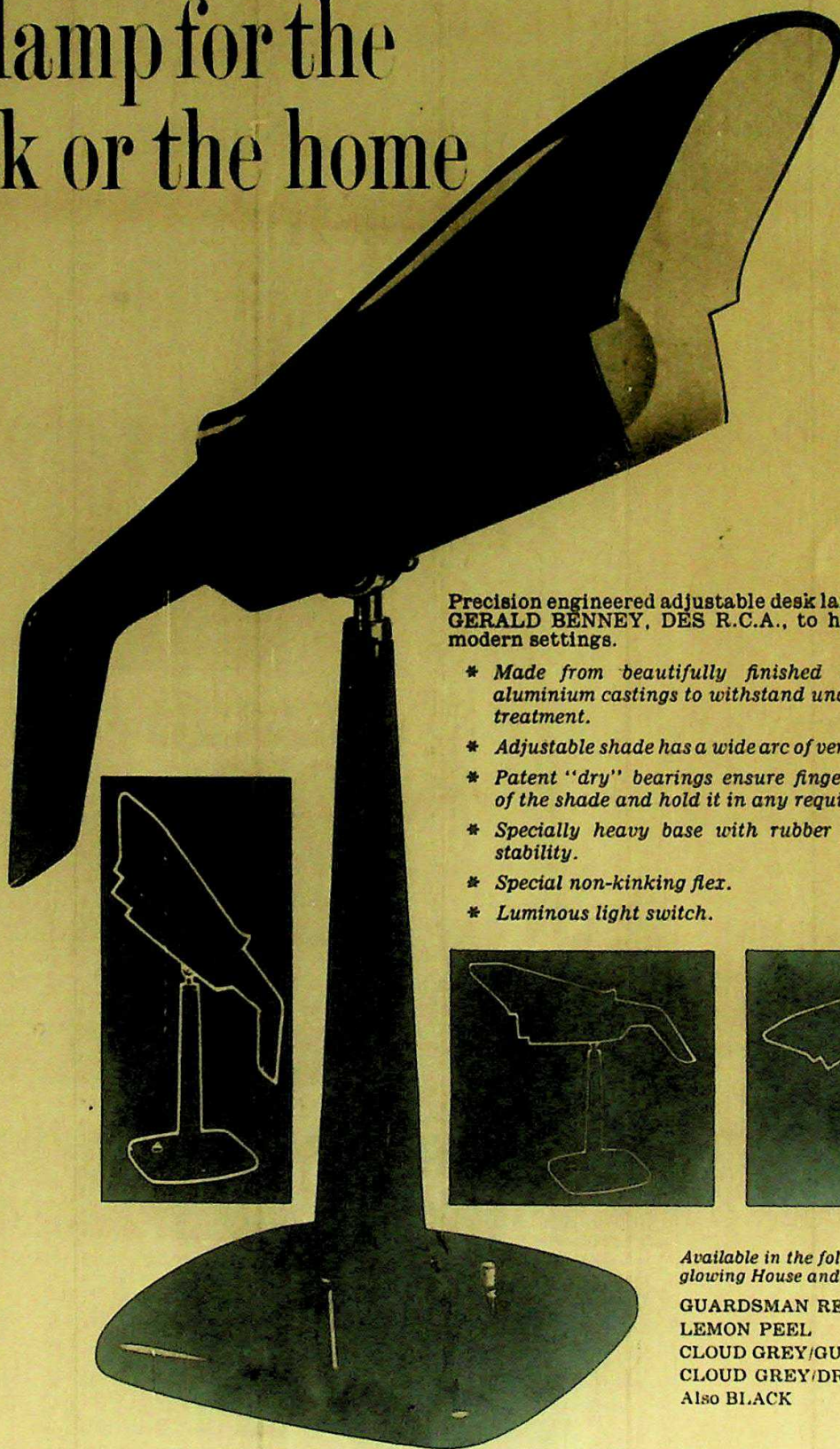
A-1



*Desk Lamp Box A-1*

# NOCTURNE

a lamp for the  
desk or the home



Precision engineered adjustable desk lamp designed by GERALD BENNEY, DES R.C.A., to harmonise with modern settings.

- \* Made from beautifully finished stove-enamelled aluminium castings to withstand unavoidable rough treatment.
- \* Adjustable shade has a wide arc of vertical movement.
- \* Patent "dry" bearings ensure fingertip adjustment of the shade and hold it in any required position.
- \* Specially heavy base with rubber feet to ensure stability.
- \* Special non-kinking flex.
- \* Luminous light switch.

Available in the following  
glowing House and Garden colours:-

GUARDSMAN RED  
LEMON PEEL  
CLOUD GREY/GUNMETAL  
CLOUD GREY/DRESDEN BLUE  
Also BLACK

SCOTTISH PRECISION CASTINGS LTD.  
Hillington Estate · Glasgow · S.W.2.

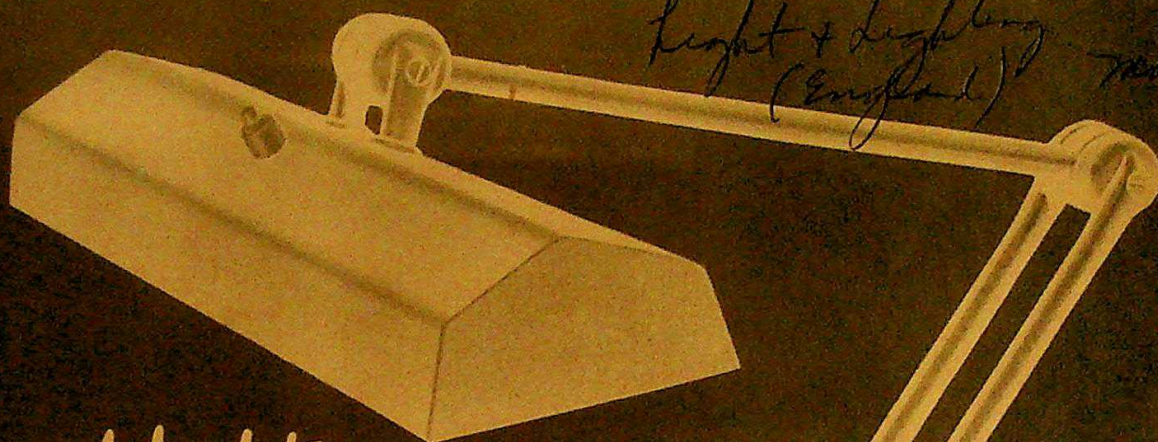
*April 1962*



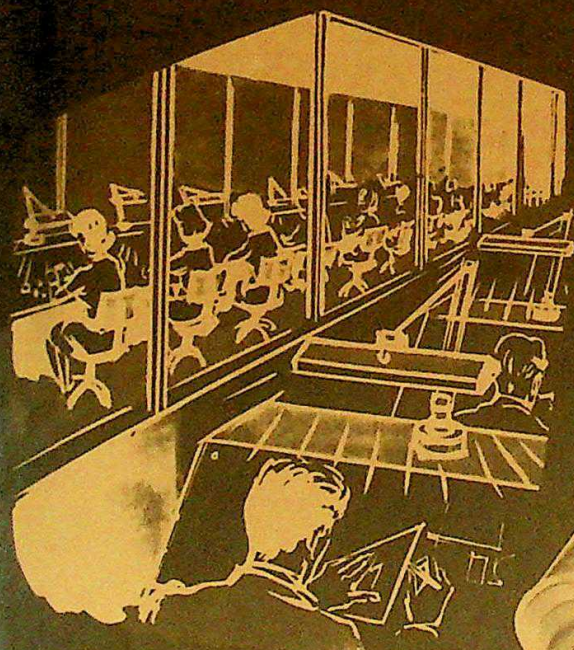
Spotline

A-1  
ADJUSTABLE FLUORESCENT REFLECTORS

*Light & Lighting  
(England)*



for Local Lighting



Available in two sizes, this improved version of the SPOTLINE Reflector includes the following important advantages:

1. Higher illumination
2. Built-in control gear in base
3. Robust reflector
4. Wide range of adjustment
5. Spring counter-balance
6. Dual-purpose ON/OFF starter Switch
7. Totally enclosed wiring

**THE IDEAL UNIT FOR INTRICATE WORK**

Standard Lengths and Prices (Including Control Gear)

Cat. No.	Length	Type of Tube (extra)	Price (A)
SL.9/2	10"	2—9" - 6w	180 -
SL.18/2	18"	2—18" - 15w	190 -

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THE MILL WORKS, MALMESBURY, Wilts. Telephone: 2240

**LINOLITE LIMITED**



*from the range  
of lighting fittings  
by FALKS*

**Mira**

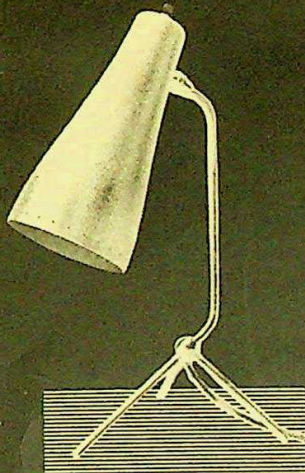
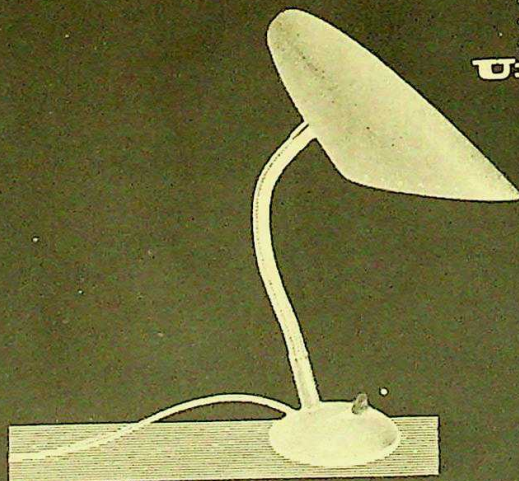
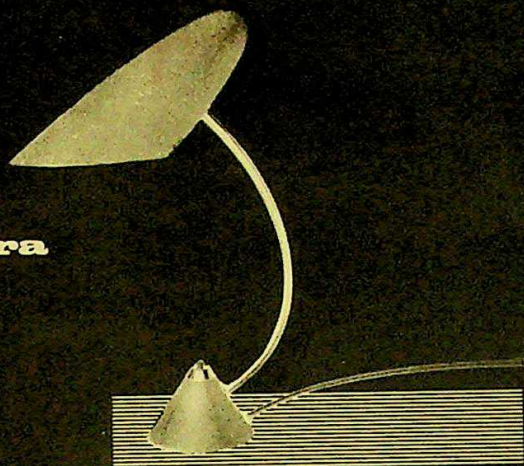
★  
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**4**

**Vela** ★★★★★★ *local lighting* ★★★★★★ **Oberon**  
units

★  
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**Ursa**



Lighting Engineers and Manufacturers of  
lighting fittings for all industrial, commercial  
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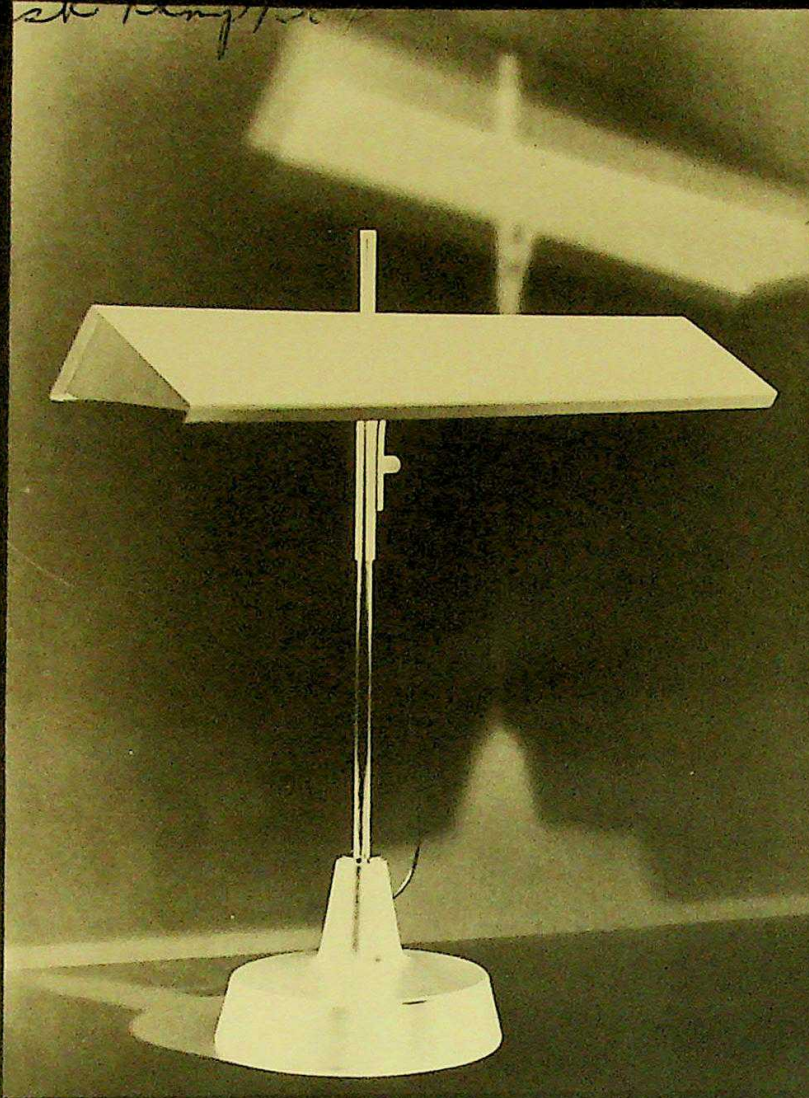
London Showrooms: 20/22 MOUNT STREET, PARK LANE, W.1  
Telephone: MAYfair 5671/2

March 1956



A-1





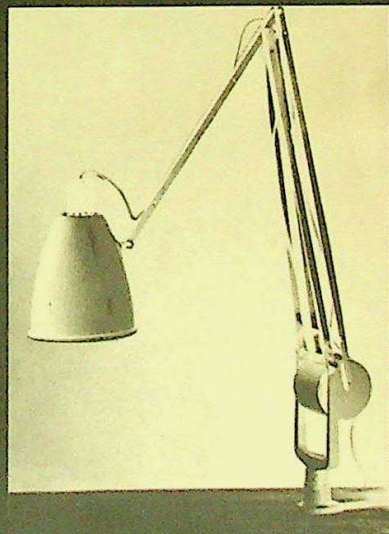
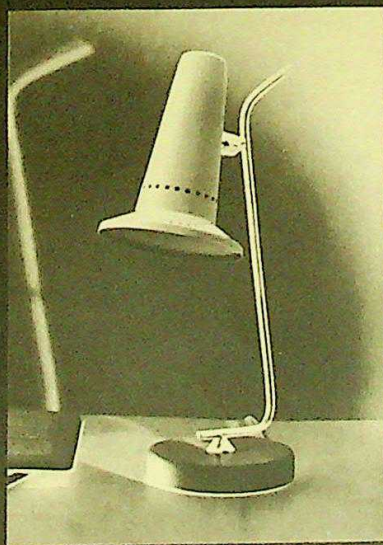
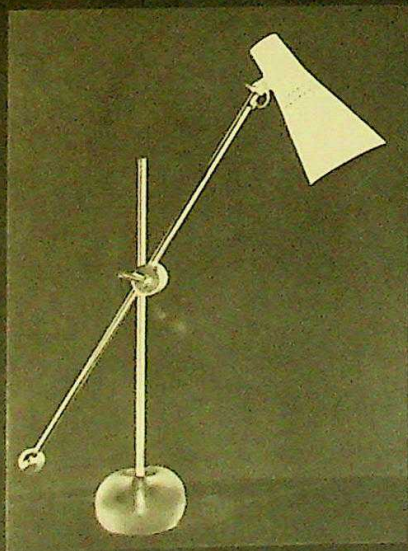
347 WORKS DESIGN Italy  
Stilnova

Below from left to right:

348 TAPIO WIRKKALA Finland  
Idman Oy

349 WORKS DESIGN Italy  
Stilnova

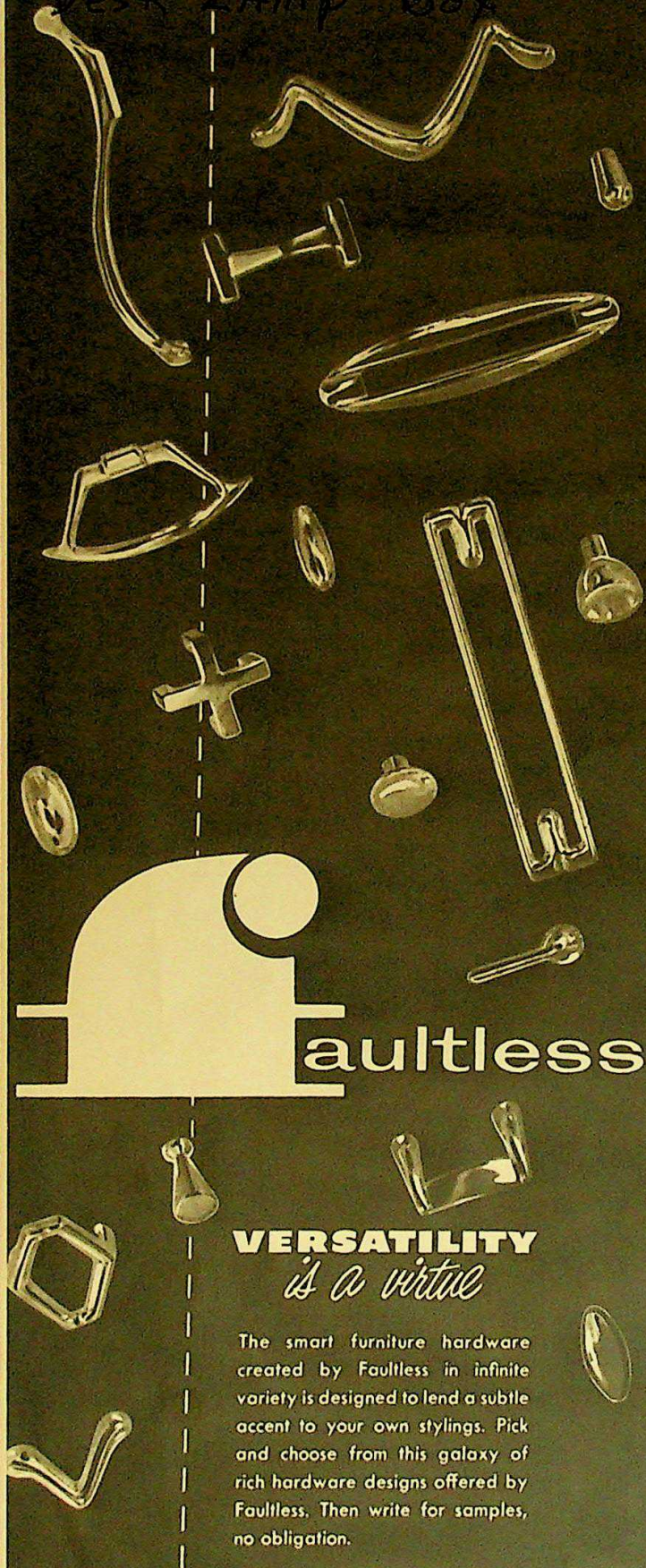
350 MISHA BLACK and KENNETH BAYES  
Great Britain  
Hadrill & Horstmann





A-1



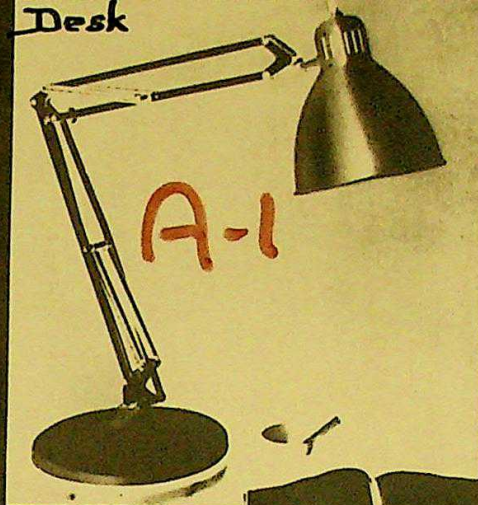


**Faultless**

**VERSATILITY**  
*is a virtue*

The smart furniture hardware created by Faultless in infinite variety is designed to lend a subtle accent to your own stylings. Pick and choose from this galaxy of rich hardware designs offered by Faultless. Then write for samples, no obligation.

**FAULTLESS FURNITURE HARDWARE**  
Division of Faultless Casters Corporation



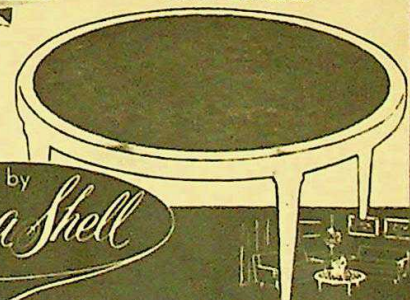
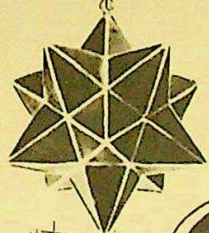
**Luxo's table model**

The efficiently maneuverable Luxo lamp, made by Luxo Lamp Corporation of Tuckahoe, New York, is now offered in 30 and 37-inch table models. Set on a circular base, the lamp swings in a full circle. It is made with steel-tubing arm, nickel springs, and aluminum shade, and is available in New York at Edward Roffman Associates, 17 East 48th Street. The 30 and 37-inch models, which retail at \$21.95 and \$23.95 respectively, are available in mahogany gray, ivory, black, and green.

THE *Beauty* OF GOOD LIGHTING... GOOD LIVING

*Genuine*  
**PEARL-SHELL**

TABLE TOPS  
LIGHTING FIXTURES  
LAMP SHADES



by  
*Kappa Shell*

**Create Interiors of Rare Distinction!**

Seldom has anything captured the imagination of architects, designers and decorators as has PEARL-SHELL... ingeniously fashioned of Nature's own treasured ocean shells into a decorator material of unlimited creative application. Shown above is an unusual star lighting fixture and an occasional table with PEARL-SHELL top.

Whether it's Lamps, Table Tops, Wall Panels, Occasional Furniture or Fireplace Screens, the application of PEARL-SHELL adds a rare touch of distinction and luxury. Requires little care, easy to clean, has a natural iridescent beauty that is everlasting.

Lamp Shades and Lighting Fixtures are available from our unique collection. Table Tops, Wall Panels, etc. custom made to specifications. **Write for Details**

**KAPPA-SHELL PRODUCTS CO., Inc.**

Factory & Showrooms: 28 East 22nd Street, New York 10, N. Y.

LAMP SHADES • LIGHTING FIXTURES • LANTERNS • TABLE TOPS



DESK LAMP BOX



# Desk <sup>A-1</sup> Finest in the FIELD...

## Acme Portable Fluorescent Lamps



### DESK LAMP

#### Model D-L

No fastening down required! Streamlined, heavily weighted base keeps lamp firmly on desk. Rubber bumpers avoid scratching. Convenient pen and pencil grooves.

Scientifically engineered and sturdily constructed —  
Modernly designed and beautifully styled—Highest technical standards and increased production facilities—all this and more goes into the forming of the Acme lamp—the best in fluorescent portable lamp lighting.

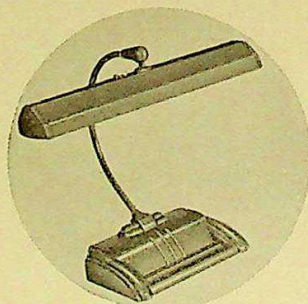


Manufactured under ACME's exclusive  
US Pats. No. 2621882 and 2665870.

### GENERAL MODEL

#### Model G

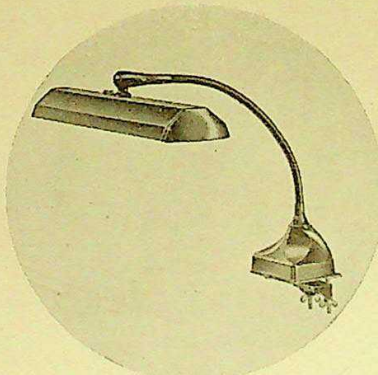
Newly designed base gives wider, sturdier support. Longer arm for more convenient, easier-to-use lighting. Ideal for every office, home, factory and professional use.



### FLUORESCENT DESK LAMP

with Swivel Movement on Shade  
Series #1800

Most distinctive desk lamp ever designed. Fits perfectly into any home or office decorative scheme. Heavy die cast base.



### HANDY-LITE

#### Clamp-on Goose Neck Lamp

Compact and low-priced, yet it combines the versatility of the best in modern goose neck lamps with the sturdiness and firmness of clamp-on lamps.



### GOOSE NECK DESK LAMP

Series #2000

Modern goose neck feature makes it useful as well as attractive. Moves to any position you choose, to give light exactly where you want it at all times.

All ACME lamps are equipped and built with GE ballasts, flamenol cords and sockets.  
Write for your free catalog and price list today.

# ACME LITE PRODUCTS COMPANY

CONGERS, NEW YORK



## Electrical Distributor Does the Better Job

"The Electrical Distributor Still Does the Better Job," writes W. A. Feuillan, Jr., in an article elsewhere in this issue, answering Hugh Saussy's article on "Weak Links in Lighting Fixture Distribution," which was published on page 40 of the October issue of LIGHTING.

Mr. Feuillan feels that there is too much similarity between manufacturers' products and that the jobber should do a good job for one or two manufacturers with complete lines, instead of showing a large number of lines.

He declares that "There are good manufacturers, good wholesalers, and good electrical contractors" and that his firm aspires to continue its association with this better element in the industry.

He says "Every time business tightens up or there is over-production, the cry goes up that the distribution system is at fault." He declares that "It's not the elimination of the jobber, who usually is well-financed, well-organized, and does a pretty good job, that will correct the ills of the lighting fixture business."

### TO THE EDITOR:

Relative to your September, October, November and December 1953 issues and the articles "Illumination Should Come Into Its Own" by J. Lloyd Kamm; "Glorious Visions" by Arthur A. Brainard; "Phantom Profession Prostituted" by Frederick M. Hill; and "Hucksters Posing As Lighting Experts" by Burt C. Pretzer.

I thought it rather an assumed attack on the Utility Commercial Sales Representative, since no article particularly outlined the role this individual plays, to earn his daily bread.

Therefore, I am submitting for your publication, the attached article by the writer and some photographs of typical installations by Commercial Sales Representatives. In the article I have outlined some duties of our group and attempted to point out there is a place for all in the science of good illumination, since the majority of recommendations by Commercial Sales Representatives are those in which the customer would not require the services of a Professional Engineer, but without the aid of someone schooled in illumination, would have to struggle along on his own with the aid of his electrical contractor.

It is to the customers' and the utilities' benefit, no matter who designs the lighting and electrical system, for the utility, to insure the customers satisfaction and the most economical use of electrical energy.

We as utility men must live daily with our customers, "A Good Customer Is A Satisfied Customer."

Charles W. McCormick  
Commercial Sales Manager  
Connecticut Light and Power Co.

*Note: Mr. McCormick's article is published elsewhere in this issue.—Editor*

**Cover Picture**—On the Seventy-fifth anniversary of Edison's invention of the first practical lamp more than six thousand flash bulbs were touched off at "Horseshoe Curve" near Altoona, Pa., which was opened a hundred years ago. The celebration was sponsored jointly by Sylvania Electric Products, Inc., and the Pennsylvania Railroad.

# LIGHTING

THE BUSINESS PAPER OF THE LIGHTING INDUSTRY

formerly

LIGHTING AND LAMPS

Vol. 66

NOVEMBER 1954

No. 3

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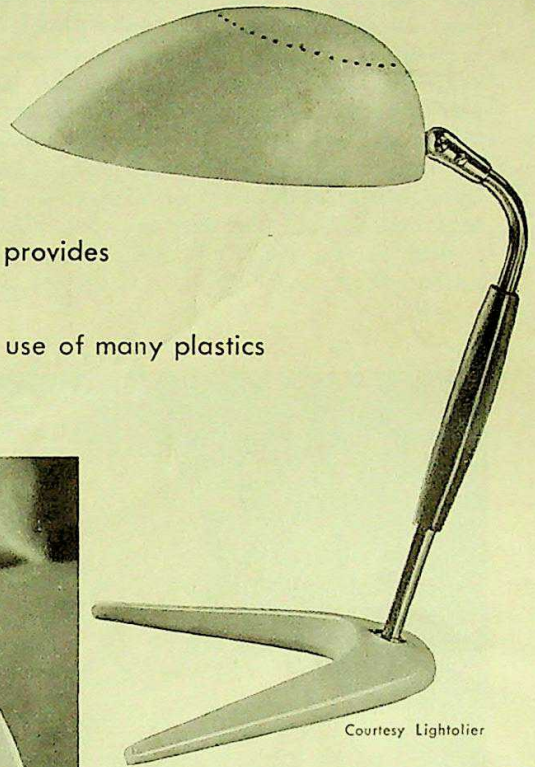
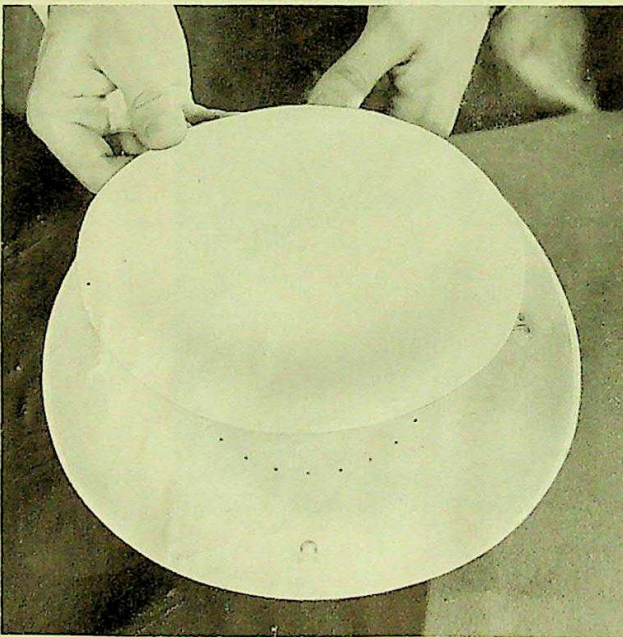
91

Desk Lamp Box

# Modern Manner

Contemporary design in lighting fixtures provides

better illumination through the use of many plastics



Courtesy Lightolier

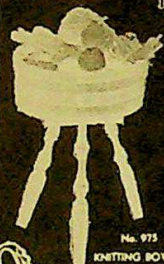
Modern phenolic visor shade for table lamp (above) is designed to direct light down and outward. Wire clips inserted into molded-in raised seats on the inside of shade (left) hold styrene diffuser in place



# SUGAR BUCKETS



No. 990  
MAGAZINE BUCKET



No. 975  
KNITTING BOWL

in KNOTTY  
PINE

by Lock

BUYERS nationally  
choose

Knotty Pine Sugar Bucket furniture by Lock.

They know the double barrel appeal of an item that is both a gift and a useful piece of furniture.

One sale of a Lock Sugar Bucket means another because it starts a series in almost every home.

WRITE FOR  
ILLUSTRATED  
CATALOGUE



No. 925  
SEWING BUCKET

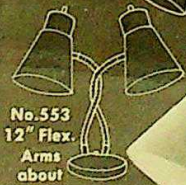


No. 990  
COCKTAIL TABLE

**Albert M. Lock & Son**

280 FRIEND ST., BOSTON 14, MASS

No. 557  
Ball Swivels  
about \$5.95



No. 553  
12" Flex.  
Arms  
about  
\$6.95

No. 555  
Ball Swivel  
about \$3.95



THE SWING'S TO **Swedish**  
modern

CASH IN NOW! These lamps can be hung on wall . . . or used as shown. Heavily-weighted bases.

SEE our complete line at the Chicago Show . . . Room 779-Palmer House

Quality built • Eight beautiful colors: Red, Green, Lime, Ivory, Bronze, Black . . . and Satin Brass or Aluminum (slightly higher).

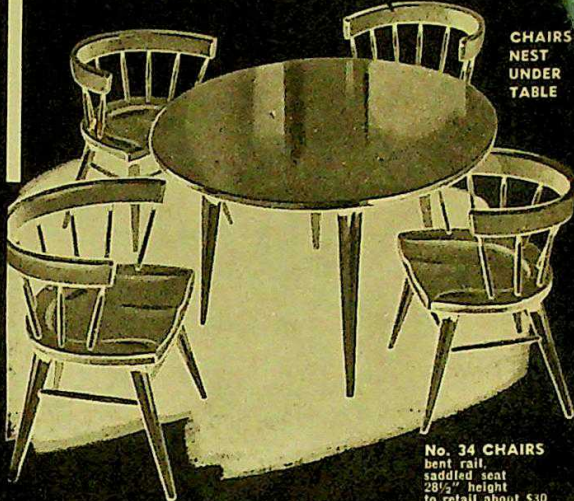
No. 552  
12-inch  
Flexible  
Arm  
2 of color  
to carton  
Retail for about  
**\$3.95**

**Excel**

**MANUFACTURING CORP.**  
Muncie, Indiana

**Craddock** OFFERS YOU  
THE BETTER DESIGNS IN MODERN

SEE\* this new Oak CAPTAIN GROUP and other contemporary styles in tables, chairs and cases—all matched in NEUTRO by DUCO.



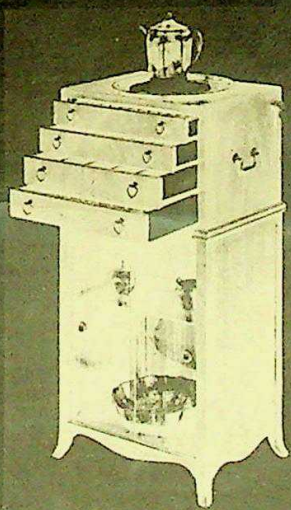
CHAIRS  
NEST  
UNDER  
TABLE

No. 34 CHAIRS  
bent rail,  
saddled seat  
28 1/2" height  
to retail about \$30  
No. 36 TABLE  
48" circular top  
to retail about \$65  
No. 38 extension  
style, one 12" leaf.  
—about \$90

★ SPACE 715  
AMERICAN FURNITURE  
MART—CHICAGO



CRADDOCK FURNITURE CORPORATION, EVANSVILLE 7, IND.



Height 36", Width 18 1/2", Depth 14"  
**At Last!**

The Perfect Silver Cabinet  
and Chest  
FOR

Complete 12-piece Flat Silver Service  
Chest removable from cabinet—with universal  
Lock

**HANSON CLOCK MFG. CO.**

1220 Eleventh St., Rockford, Ill.  
Space 1110, American Furniture Mart,  
Chicago

**Halston**  
OF ROCKFORD

**Furniture**



- Grandfather Chime Clocks
- Sewing Cabinets
- Smoking Cabinets
- Silver Chests
- Novelty Furniture

HOME FURNISHINGS for June, 1954



A-1



A-1

LIBRARY

MAR 25 1953

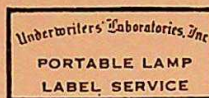
U.S. PATENT OFFICE

**INDUSTRIAL USER\* PRICE LIST**

Effective March 1, 1953

**DAZOR FLOATING LAMPS**  
I N C A N D E S C E N T

**UNDERWRITERS APPROVED**



U. S. Patent Office  
APR 27 1953  
Design Division



\*Industrial User: The term industrial user is defined and restricted to mean industrial plants, public utility companies, schools, hospitals and broadcasting stations.

**DAZOR MANUFACTURING CORP.**

4481-87 DUNCAN AVENUE

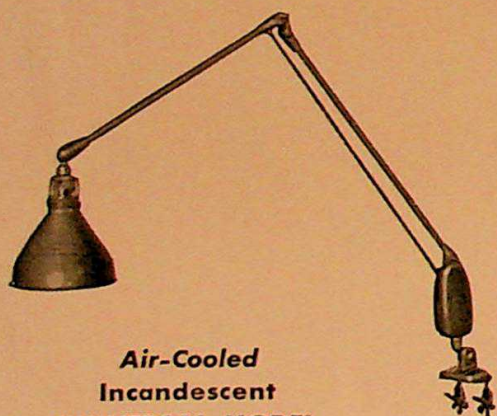
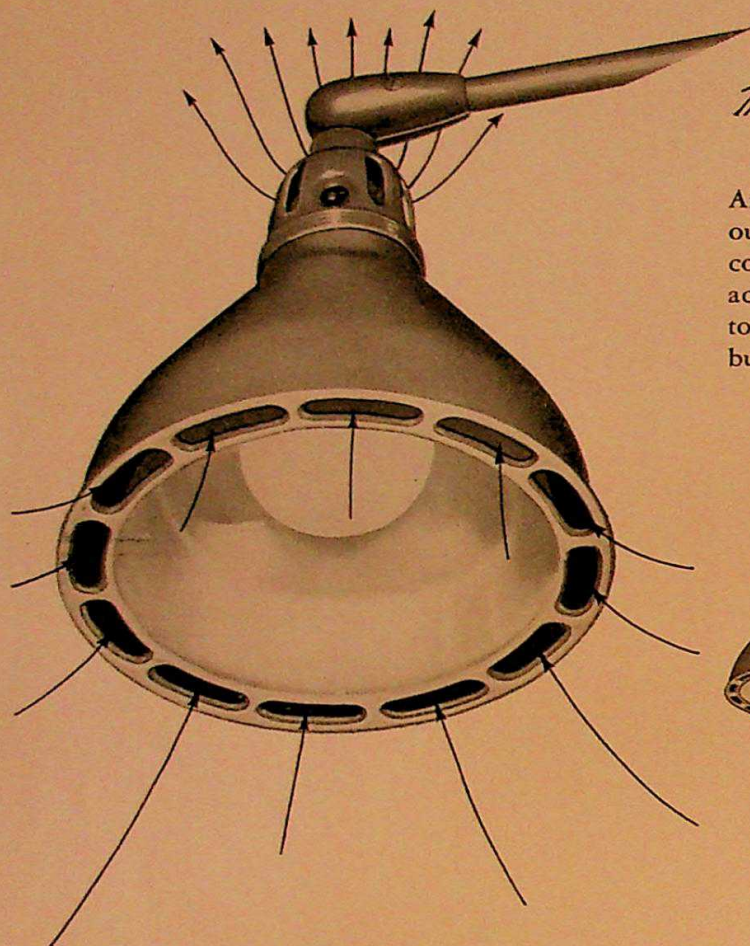
ST. LOUIS 10, MO.



# Air-Cooled

## INCANDESCENT

Air flowing between the inner reflector and the outer housing carries off heat. The shade remains comfortable to handle and there is no risk of accidental burns. The polished aluminum reflector, designed for use with a 60-watt incandescent bulb, gives a working light of high intensity.



**Air-Cooled  
Incandescent  
UNIVERSAL MODEL**

**Air-Cooled  
Incandescent  
PEDESTAL MODEL**

This Dazor may be clamped or screwed to any surface — horizontal, vertical or sloping. Dual-clamp fitting is removable. Screws furnished.

A heavy iron base, 12" in diameter, gives stability to this portable, floor-type Dazor. Pedestal measures 39" from floor to arm hinge at top of pedestal.

Model Number	Arm Extension	Western Price	Eastern Price
UL-IL-602	24"	\$11.25	\$10.31
UL-IL-603	34"	11.25	10.31

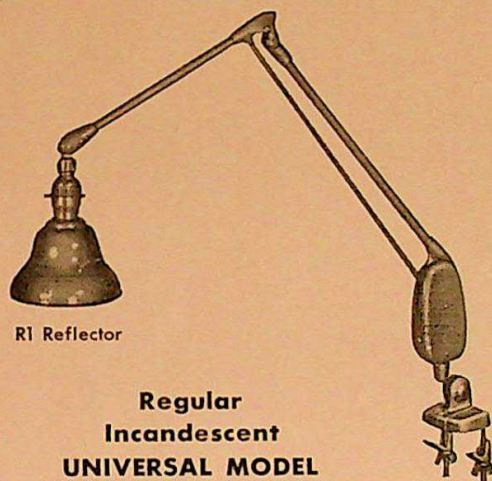
Model Number	Arm Extension	Western Price	Eastern Price
UL-IL-604	24"	\$21.56	\$19.88
UL-IL-605	34"	21.56	19.88



# Regular

## INCANDESCENT

Regular incandescents are available with a choice of two reflectors: R1 reflector (5½" diameter) is recommended for 40- to 60-watt bulbs; R2 reflector (6½" diameter) for 40- to 75-watt bulbs, for greater spread of light.



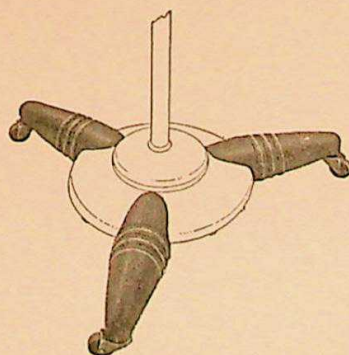
R1 Reflector

**Regular  
Incandescent  
UNIVERSAL MODEL**

The Universal model may be clamped or screwed to any surface—horizontal, vertical or sloping. Dual-clamp fitting is removable. Screws furnished.

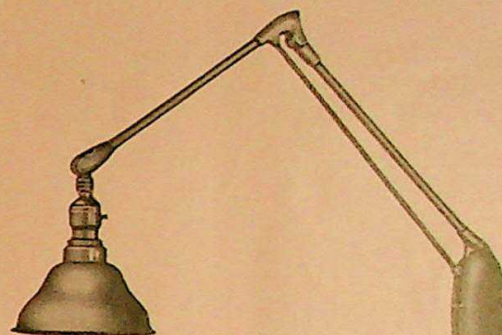
Model Number	Arm Extension	Western Price	Eastern Price
UL-3124-R1	24"	\$11.06	\$10.13
UL-3134-R1	34"	11.06	10.13
UL-3124-R2	24"	11.25	10.31
UL-3134-R2	34"	11.25	10.31

### CASTER ATTACHMENTS FOR PEDESTAL MODEL



This accessory attaches to the base of any Dazor Pedestal model and permits the fixture to be easily rolled wherever desired. Priced and packaged three to a set.

Model Number	Western Price	Eastern Price
X-542	\$6.94	\$6.19



R2 Reflector

U. S. Patent Office  
APR 27 1953  
Design Division

**Regular  
Incandescent  
PEDESTAL MODEL**



A heavy iron base, 12" in diameter, gives stability to this portable, floor-type Dazor. Pedestal measures 39" from floor to arm hinge at top of pedestal.

Model Number	Arm Extension	Western Price	Eastern Price
UL-3224-R1	24"	\$21.38	\$19.69
UL-3234-R1	34"	21.38	19.69
UL-3224-R2	24"	21.56	19.88
UL-3234-R2	34"	21.56	19.88

### For other Dazor products see forms listed below

- Form 721: 15-Watt Fluorescent Lamps for Operation on Alternating Current
- Form 722: 14-Watt Fluorescent Lamps for Operation on Direct Current
- Form 724: Magnifiers with Fluorescent Lighting
- Form 725: Floating Arm for Microphones
- Form 726: Medical and Surgical Lamps
- Form 727: Quartz Ultraviolet Lamp



**FINISH:**

Standard—brown baked enamel over bonderizing. On special order—white or gray over bonderizing.

**STANDARD PACKING:**

Universal model (Air-Cooled or Regular)—A single unit is shipped in two cartons, the arm and base in one and the reflector in the other; six arms and bases to a shipping case; six reflectors to a shipping case.

Pedestal model (Air-Cooled)—One to a shipping case.

Pedestal model (Regular)—A single unit is shipped in two cartons, the arm and base in one and the reflector in the other.

Caster attachments for Pedestal model—Set of 3 to a shipping case.

**SHIPPING WEIGHTS (lbs., each unit, approx.):**

Universal model .....	7
Pedestal model .....	34
Caster attachments (set of 3) for Pedestal model .....	13

**UNDERWRITERS' APPROVAL:**

All models listed herein are approved by Underwriters' Laboratories, Inc.

Universal models  
have the marker—



Pedestal models  
carry the label—

**PRICES:**

Do not include bulbs.

Eastern Price—applies east of Denver and El Paso.

Western Price—applies Denver, El Paso and points west.

Prices and specifications are subject to change without notice.

F. O. B. destination—2% 10th prox.

U. S. Patent Office  
APR 27 1953  
Design Division

**TAXES:**

The amount of any present or future sales or use tax, or of any revenue, excise or other tax, which may be made applicable to the products appearing in this price list, or to the manufacture, sale or use thereof, shall be paid by the purchaser.

**FAIR TRADE:**

Industrial user prices indicated herein are the minimum industrial user prices established under Fair Trade Agreement in all states except Missouri, Texas, Vermont and District of Columbia where they are suggested only.

**WARRANTY:**

All fixtures warranted against defective parts and workmanship.

**RETURNED GOODS:**

No returned goods will be accepted by us unless we have previously authorized their return in writing. For service repairs consult your supplier for name and address of nearest Authorized Dazor Service Station.

Dazor Floating Lamps are manufactured under one or more of the following patents: 2,200,518; 2,299,250; 2,299,251 and 2,334,436; other patents pending.



DESIGN

A-1

LIBRARY

MAR 25 1953

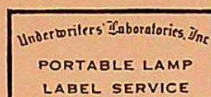
U. S. PATENT OFFICE

## INDUSTRIAL USER\* PRICE LIST

Effective March 1, 1953

# DAZOR FLOATING FIXTURES

UNDERWRITERS APPROVED



U. S. Patent Office  
APR 27 1953  
Design Division

### PRICES:

Do not include tubes or bulbs (except for Focusing Examination Lamp).

Eastern Price—applies east of Denver and El Paso.

Western Price—applies Denver, El Paso and points west.

Prices and specifications are subject to change without notice.

### FAIR TRADE:

Industrial user prices indicated herein are the minimum such prices established under Fair Trade Agreement in all states except Missouri, Texas, Vermont and District of Columbia where they are suggested only. (See Forms 721-727).

### F. O. B. POINT:

All prices listed herein are F. O. B. destination.

### TERMS:

Industrial User\* . . . . . 2% 10th prox.

\*The term industrial user is defined and restricted to mean industrial plants, public utility companies, schools, hospitals and broadcasting stations.

**DAZOR MANUFACTURING CORP.**

4481-87 DUNCAN AVENUE

ST. LOUIS 10, MO.







MODEL  
NUMBER

INDUSTRIAL USER\*  
PRICE

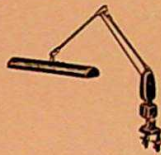
Western Eastern

## 15-WATT FLUORESCENT LAMPS

For further information see Form 721

### 1-Tube 15-W Fluorescent Universal Model

UL-1124-16	\$14.81	\$14.06
UL-1134-16	14.81	14.06
UL-P-1124-16	16.88	16.13
UL-P-1134-16	16.88	16.13
UL-1124-15	15.56	14.81
UL-1134-15	15.56	14.81
UL-P-1124-15	18.00	17.25
UL-P-1134-15	18.00	17.25



### 2-Tube 15-W Fluorescent Universal Model

UL-2124-16	17.06	16.31
UL-2134-16	17.06	16.31
UL-P-2124-16	19.31	18.56
UL-P-2134-16	19.31	18.56
UL-2124-15	18.00	17.25
UL-2134-15	18.00	17.25
UL-P-2124-15	20.44	19.69
UL-P-2134-15	20.44	19.69

U. S. Patent Office  
APR 27 1953  
Design Division

### 2-Tube 15-W Fluorescent Pedestal Model

UL-2224-16	27.00	25.50
UL-2234-16	27.00	25.50
UL-P-2224-16	29.44	27.94
UL-P-2234-16	29.44	27.94
UL-2224-15	27.94	26.44
UL-2234-15	27.94	26.44
UL-P-2224-15	30.56	29.06
UL-P-2234-15	30.56	29.06



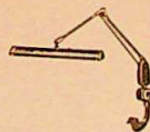
### 2-Tube 15-W Fluorescent Desk Model

UL-2324-16	23.25	21.75
UL-P-2324-16	25.31	23.81
UL-2324-15	24.00	22.50
UL-P-2324-15	26.44	24.94



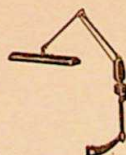
### 2-Tube 15-W Fluorescent Bracket Model

UL-2434-16	17.06	16.31
UL-P-2434-16	19.31	18.56
UL-2434-15	18.00	17.25
UL-P-2434-15	20.44	19.69



### 2-Tube 15-W Fluorescent Business Machine Model

UL-2624-16	22.31	21.56
UL-2634-16	22.31	21.56
UL-P-2624-16	24.38	23.63
UL-P-2634-16	24.38	23.63
UL-2624-15	23.25	22.50
UL-2634-15	23.25	22.50
UL-P-2624-15	25.50	24.75
UL-P-2634-15	25.50	24.75

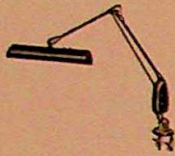




MODEL  
NUMBER

INDUSTRIAL USER\*  
PRICE

Western Eastern



## 14-WATT FLUORESCENT LAMPS

For further information see Form 722

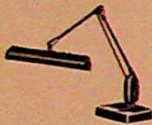
### 2-Tube 14-W Fluorescent Universal Model

UL-14W-2124-10	\$19.31	\$18.56
UL-14W-2134-10	19.31	18.56



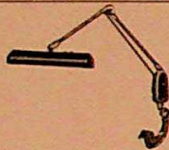
### 2-Tube 14-W Fluorescent Pedestal Model

UL-14W-2224-10	29.44	27.94
UL-14W-2234-10	29.44	27.94



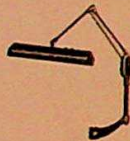
### 2-Tube 14-W Fluorescent Desk Model

UL-14W-2324-10	25.31	23.81
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### 2-Tube 14-W Fluorescent Bracket Model

UL-14W-2434-10	19.31	18.56
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### 2-Tube 14-W Fluorescent Business Machine Model

UL-14W-2624-10	24.38	23.63
UL-14W-2634-10	24.38	23.63



## INCANDESCENT LAMPS

For further information see Form 723

### Air-Cooled Incandescent Universal Model

UL-IL-602	11.25	10.31
UL-IL-603	11.25	10.31



### Air-Cooled Incandescent Pedestal Model

UL-IL-604	21.56	19.88
UL-IL-605	21.56	19.88



### Regular Incandescent Universal Model

UL-3124-R1	11.06	10.13
UL-3134-R1	11.06	10.13
UL-3124-R2	11.25	10.31
UL-3134-R2	11.25	10.31



### Regular Incandescent Pedestal Model

UL-3224-R1	21.38	19.69
UL-3234-R1	21.38	19.69
UL-3224-R2	21.56	19.88
UL-3234-R2	21.56	19.88



MODEL  
NUMBER

INDUSTRIAL USER\*  
PRICE

Western Eastern



### MAGNIFIERS

For further information see Form 724

#### Universal Model

UL-M-209	\$25.88	\$25.13
UL-M-225	26.81	26.06



#### Pedestal Model

UL-M-210	36.19	34.69
UL-M-227	36.75	35.25

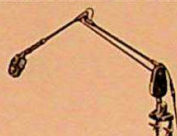


#### Desk Model

UL-M-270	32.81	31.31
UL-M-271	33.75	32.25

U. S. Patent Office

APR 27 1953



### MICROPHONE BRACKETS

For further information see Form 725

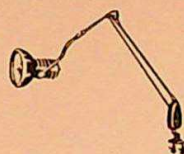
#### Universal Model

All Universal Models	16.50	15.75
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#### Pedestal Model

All Pedestal Models	26.25	24.75
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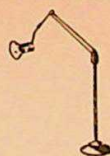


### MEDICAL AND SURGICAL LAMPS

For further information see Form 726

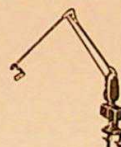
#### Air-Cooled Surgical Examination Universal Model

UL-IL-795	17.81	17.06
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#### Air-Cooled Surgical Examination Pedestal Model

UL-IL-794	28.13	26.63
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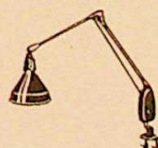
#### Focusing Examination Universal Model

UL-IL-859	28.94	28.19
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#### Focusing Examination Pedestal Model

UL-IL-860	39.25	37.75
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#### Air-Cooled General Examination Universal Model

UL-IL-602	11.25	10.31
UL-IL-603	11.25	10.31



MODEL  
NUMBER

INDUSTRIAL USER\*  
PRICE

Western Eastern



**Air-Cooled General Examination Pedestal Model**

UL-IL-604 \$21.56 \$19.88

UL-IL-605 21.56 19.88



**Sun-Heat Pedestal Model**

UL-IR-204 26.63 25.13



**Magnifier Universal Model**

UL-M-209 25.88 25.13

UL-M-225 26.81 26.06



**Magnifier Pedestal Model**

UL-M-210 36.19 34.69

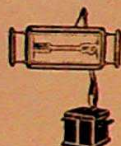
UL-M-227 36.75 35.25



**Magnifier Desk Model**

UL-M-270 32.81 31.31

UL-M-271 33.75 32.25



**QUARTZ ULTRAVIOLET LAMP**

For further information see Form 727

**Portable Table Model**

U-58 120.00 117.00



**SEWING MACHINE LAMPS**

For further information see Form 799

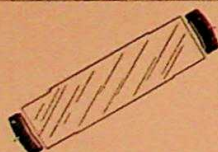
For 110V — 60C

UL-FL-606 11.06 10.31



For 6-8V AC

UL-FL-746 12.75 12.00



**POLAROID† FILTER For 2-Tube 15-W Fluorescents**

For further information see Form 721

F-570 2.81 2.81

† ® Polaroid Corporation



**CASTER ATTACHMENTS FOR PEDESTAL MODELS**

For further information see Forms 721 to 726

X-542 6.94 6.19



U. S. Patent Office

APR 27 1953

Design Division







DESIGN

A-1

LIBRARY

MAR 25 1953

U. S. PATENT OFFICE

**INDUSTRIAL USER\* PRICE LIST**

Effective March 1, 1953

# DAZOR FLOATING LAMPS

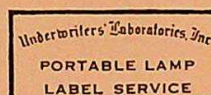
M E D I C A L   a n d   S U R G I C A L

**UNDERWRITERS APPROVED**

U. S. Patent Office

APR 27 1953

Design Division



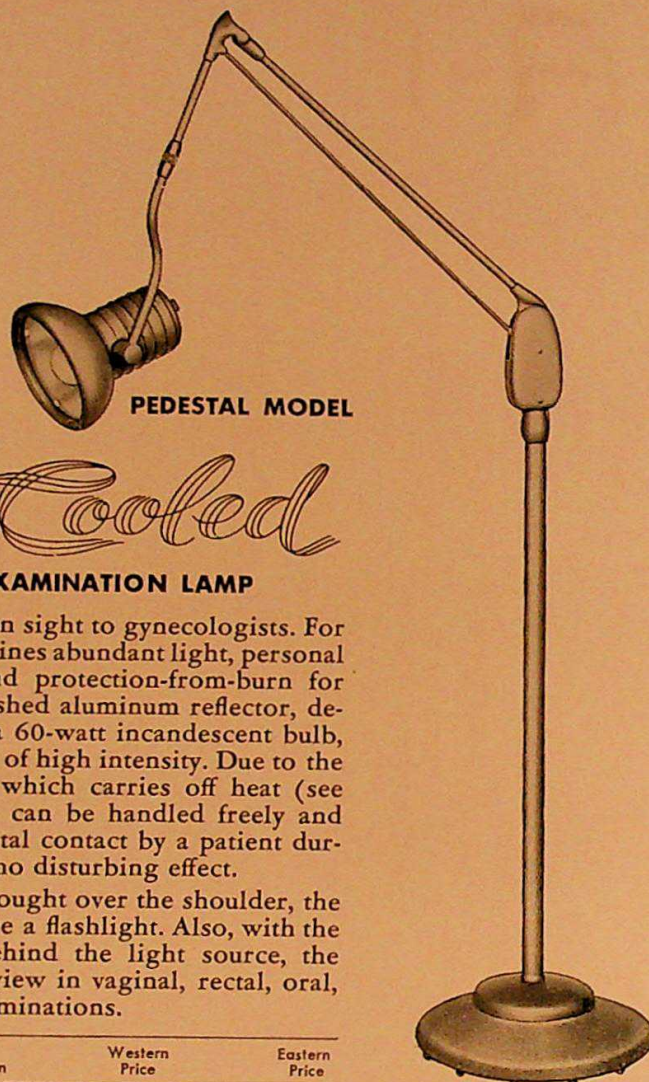
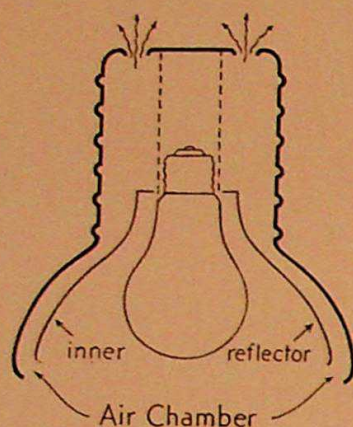
\*Industrial User: The term industrial user is defined and restricted to mean industrial plants, public utility companies, schools, hospitals and broadcasting stations.

**DAZOR MANUFACTURING CORP.**

4481-87 DUNCAN AVENUE

ST. LOUIS 10, MO.



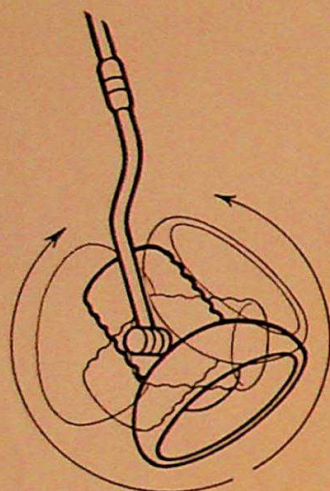


## Air-Cooled

### SURGICAL EXAMINATION LAMP

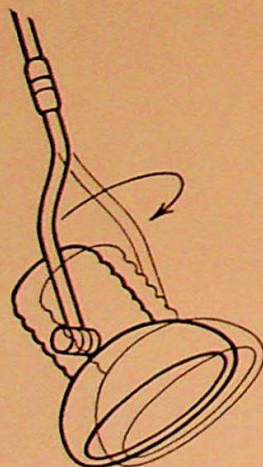
This Dazor appeals on sight to gynecologists. For any physician it combines abundant light, personal handling comfort and protection-from-burn for the patient. The polished aluminum reflector, designed for use with a 60-watt incandescent bulb, gives a working light of high intensity. Due to the ventilating chamber which carries off heat (see sketch), the housing can be handled freely and comfortably. Accidental contact by a patient during examination has no disturbing effect.

With the forearm brought over the shoulder, the light can be aimed like a flashlight. Also, with the head immediately behind the light source, the doctor gets a better view in vaginal, rectal, oral, eye, ear and nose examinations.

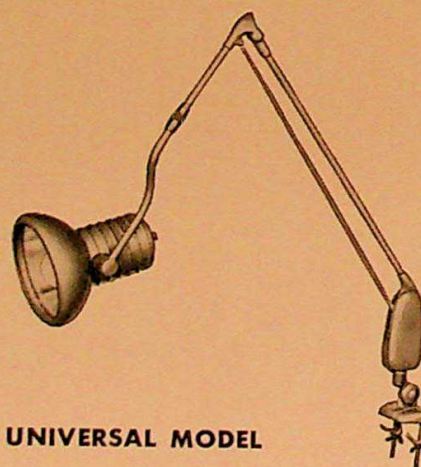


Reflector pivots  
from up to back

Model Number	Arm Extension	Western Price	Eastern Price
UL-IL-794	34"	\$28.13	\$26.63



Forearm swings  
right or left



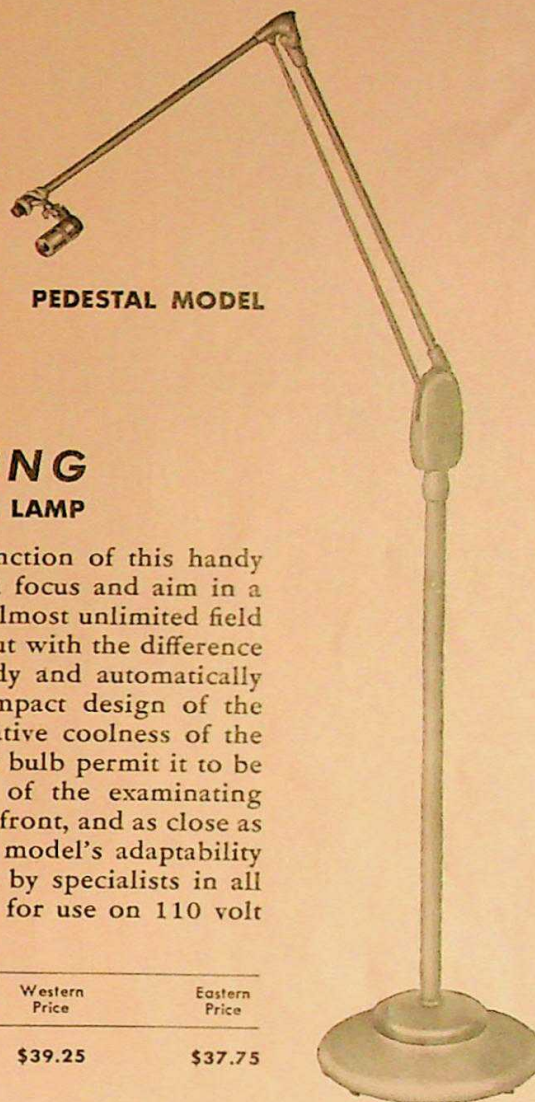
This Dazor may be clamped or screwed to any surface—horizontal, vertical or sloping. Dual-clamp fitting is removable. Screws furnished.

Model Number	Arm Extension	Western Price	Eastern Price
UL-IL-795	34"	\$17.81	\$17.06





Actual Size



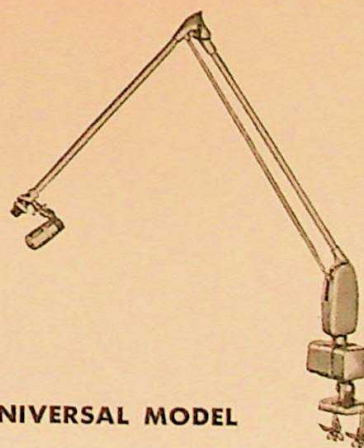
PEDESTAL MODEL

## FOCUSING EXAMINATION LAMP

True *spot* lighting is the function of this handy Dazor which the doctor can focus and aim in a single movement. It has an almost unlimited field of action, like a flashlight, but with the difference that this light remains steady and automatically holds its position. The compact design of the cylindrical housing and relative coolness of the enclosed 6-volt incandescent bulb permit it to be placed alongside the head of the examining physician, or immediately in front, and as close as desired to the patient. This model's adaptability fits it for many applications by specialists in all fields. The focusing lamp is for use on 110 volt 60 cycle only.

Model Number	Arm Extension	Western Price	Eastern Price
UL-IL-860	34"	\$39.25	\$37.75

U. S. Patent Office  
APR 27 1953  
Design Division

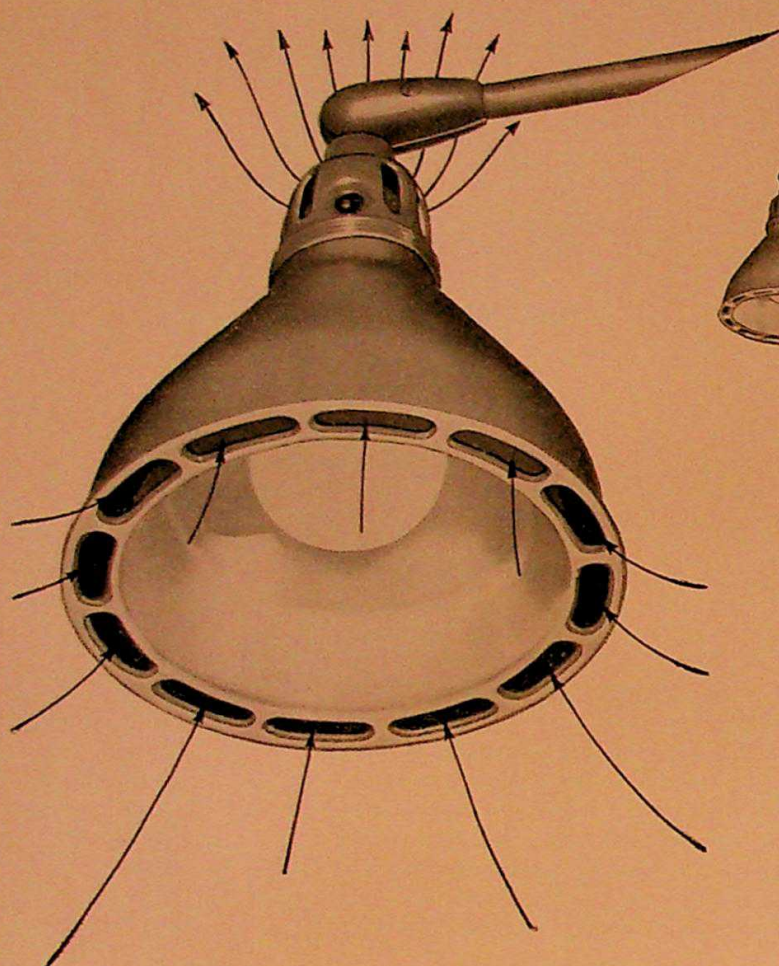


UNIVERSAL MODEL

This Dazor may be clamped or screwed to any surface—horizontal, vertical or sloping. Dual-clamp fitting is removable. Screws furnished.

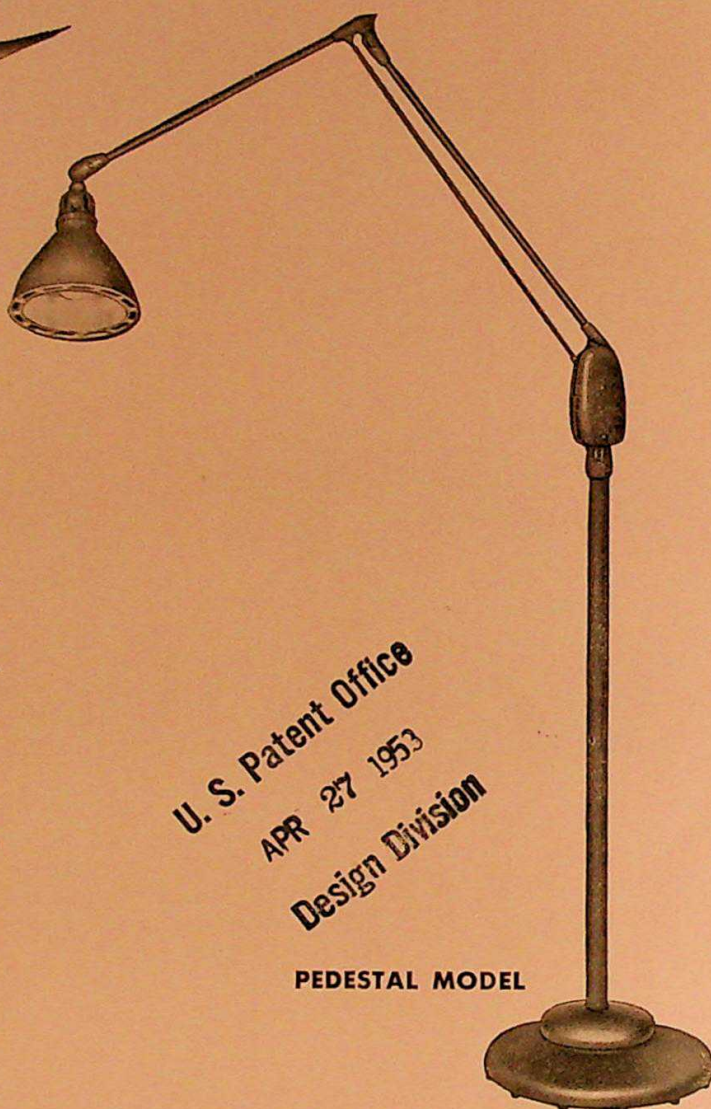
Model Number	Arm Extension	Western Price	Eastern Price
UL-IL-859	34"	\$28.94	\$28.19





U. S. Patent Office  
APR 27 1953  
Design Division

PEDESTAL MODEL



UNIVERSAL MODEL

This Dazor may be clamped or screwed to any surface—horizontal, vertical or sloping. Dual-clamp fitting is removable. Screws furnished.

*Air-Cooled*

#### GENERAL EXAMINATION LAMP

A general-purpose incandescent lamp, the *Air-Cooled* Dazor shown here is especially suited to the variety of situations arising in the clinic, first-aid department or hospital room. Even after hours of continuous operation, the housing is comfortable for doctor, nurse, or patient to handle. The polished aluminum reflector, used in conjunction with a 60-watt bulb as recommended, delivers a flood of high-intensity illumination on the desired area.

Model Number	Arm Extension	Western Price	Eastern Price
UL-IL-602	24"	\$11.25	\$10.31
UL-IL-603	34"	11.25	10.31

Model Number	Arm Extension	Western Price	Eastern Price
UL-IL-604	24"	\$21.56	\$19.88
UL-IL-605	34"	21.56	19.88





## SUN-HEAT LAMP

Administering ultraviolet or infrared heat therapy is simplified with this Dazor which can be *float*ed to any position in a second or two. Its convenience is equally available whether the patient is seated or prone. The pedestal stands 43 inches high and the arm extension is 24 inches. Thus, if a patient is lying on a treatment table, heat therapy can be applied in successive settings from shoulders to feet without moving the base of the fixture. The lamp's socket takes any standard medium-base sun or heat bulb, the former operating on 110 volt AC only, the latter on 110 volt, either AC or DC. A 9-foot cord is included. This Dazor has been accepted by the A. M. A. Council on Physical Medicine and Rehabilitation and has Underwriters' Laboratories approval for both sun and heat applications.

Model Number	Circuit Voltage	Arm Extension	Western Price	Eastern Price
UL-IR-204	110-125 volts	24"	\$26.63	\$25.13





## MAGNIFIER WITH FLUORESCENT LIGHTING

For the numerous occasions requiring minute examination, Dazor offers this instrument combining two vital seeing aids: (1) optically correct magnification and (2) cool fluorescent lighting. A five-inch lens with a power of three diopters provides sharp, clear enlargement of the object, surface or opening being viewed. At the same time three 6-watt fluorescent tubes concentrate direct shadowless light on the operation.

A recurring service of the Dazor Magnifier for the general practitioner is its assistance in suturing and removal of stitches. In the clinic and industrial first-aid department it is called on often for locating particles in the eye, removing splinters, dressing wounds, inspecting and treating cavities. When equipped with black-light tubes, the magnifier becomes a most valuable instrument for the dermatologist. Laboratory technicians employ the lamp's magnification while keeping hands free for proceeding with tests.

### For other Dazor products see forms listed below

Form 721: 15-Watt Fluorescent Lamps for Operation on Alternating Current

Form 722: 14-Watt Fluorescent Lamps for Operation on Direct Current

Form 723: Incandescent Lamps, Air-Cooled or Regular

Form 724: Magnifiers with Fluorescent Lighting

Form 725: Floating Arm for Microphones

Form 727: Quartz Ultraviolet Lamp



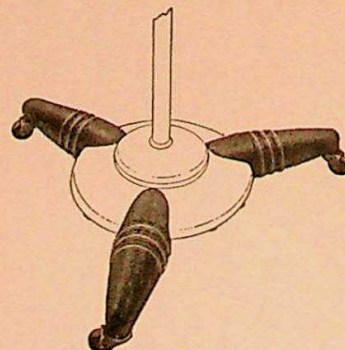
### PEDESTAL MODEL

A heavy iron base, 12" in diameter, gives stability to this portable, floor-type Dazor. Pedestal measures 39" from floor to arm hinge at top of pedestal.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
UL-M-210	110V-60C	Low	24"	\$36.19	\$34.69
UL-M-227	110V-50C	Low	24"	36.75	35.25

### CASTER ATTACHMENTS FOR PEDESTAL MODELS

This accessory attaches to the base of any Dazor Pedestal model and permits the fixture to be easily rolled wherever desired. Priced and packaged three to a set.



Model Number	Western Price	Eastern Price
X-542	\$6.94	\$6.19





### UNIVERSAL MODEL

This Dazor may be clamped or screwed to any surface—horizontal, vertical or sloping. Dual-clamp fitting is removable. Screws furnished.

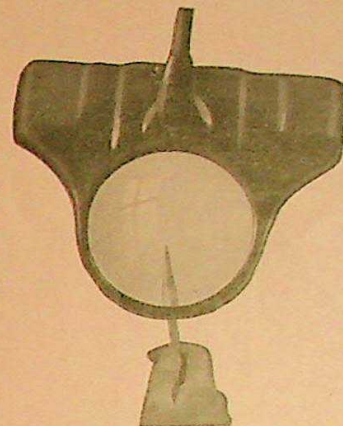
Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
UL-M-209	110V-60C	Low	24"	\$25.88	\$25.13
UL-M-225	110V-50C	Low	24"	26.81	26.06



### DESK MODEL

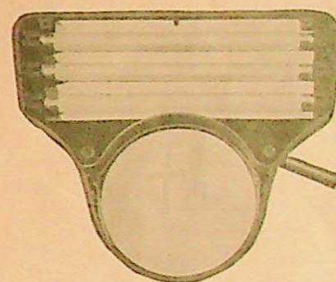
The weighted base does not require fastening down. It may be placed anywhere on a flat-top desk, table or other horizontal surface.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
UL-M-270	110V-60C	Low	18"	\$32.81	\$31.31
UL-M-271	110V-50C	Low	18"	33.75	32.25



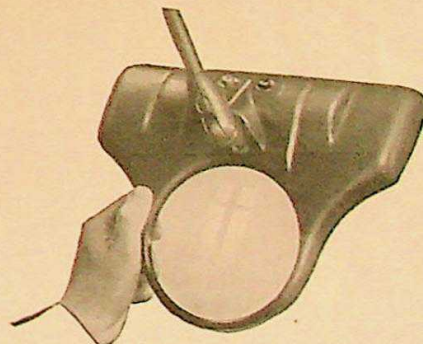
### SHARP, CLEAR MAGNIFICATION

The magnifying power of the lens is shown here with an ordinary lead pencil. Lens is of the double convex type, made of high quality crown optical glass, five inches in diameter, with a focal length of thirteen inches and a power of three diopters.



### FLUORESCENT LIGHTING

This underside view of the reflector shows the three T5 6-watt fluorescent tubes. They concentrate adequate, soft, cool light on the object under examination.



### CONTROLLED BY A TOUCH

The magnifier head, like the Dazor *Floating Lamp*, can be raised or lowered, pushed or pulled, swung around or tilted at any angle. Positioning is achieved with a mere touch of the hand. Wherever moved, and at whatever angle placed, the magnifier head *stays put* without further adjustment or locking—held firmly by the patented Dazor *Floating Arm*.

U. S. Patent Office  
APR 27 1953  
Design Division



## FINISH:

Standard finish of the Surgical Examination Lamps, Focusing Examination Lamps and the Sun-Heat Lamp is gray baked enamel—on special order, white (except Sun-Heat Lamp). Standard finish of the General Examination Lamps and the Magnifiers is brown—on special order, gray or white. All finishes over bonderizing.

## STANDARD PACKING:

Pedestal and Desk models—One to a shipping case.

Universal models—

Surgical and Focusing Examination Lamps—One to a shipping case.

General Examination Lamp—A single unit is shipped in two cartons, the arm and base in one and the reflector in the other; six arms and bases to a shipping case; six reflectors to a shipping case.

Magnifier—One to a carton; four cartons to a shipping case.

Caster attachments for Pedestal model—Set of 3 to a shipping case.

## SHIPPING WEIGHTS (lbs., each unit, approx.):

Universal model Surgical Examination Lamp.....	9	Pedestal model Focusing Examination Lamp.....	35
Universal model Focusing Examination Lamp.....	6½	Pedestal model General Examination Lamp.....	34
Universal model General Examination Lamp.....	7	Pedestal model Sun-Heat Lamp.....	38
Universal model Magnifier.....	15	Pedestal model Magnifier.....	39
Pedestal model Surgical Examination Lamp.....	35	Desk model Magnifier.....	23½
Caster attachments (set of 3) for Pedestal models... 13			

## UNDERWRITERS' APPROVAL:

All models listed herein are approved by Underwriters' Laboratories, Inc.

Universal models  
have the marker—



Desk and Pedestal  
models carry the label—



## PRICES:

Do not include bulbs or tubes (except in the case of the Focusing Examination Lamp).

Eastern Price—applies east of Denver and El Paso.

Western Price—applies Denver, El Paso and points west.

Prices and specifications are subject to change without notice.

F. O. B. destination—2% 10th prox.

U. S. Patent Office  
APR 27 1953  
Design Division

## TAXES:

The amount of any present or future sales or use tax, or of any revenue, excise or other tax, which may be made applicable to the products appearing in this price list, or to the manufacture, sale or use thereof, shall be paid by the purchaser.

## FAIR TRADE:

Industrial user prices indicated herein are the minimum industrial user prices established under Fair Trade Agreement in all states except Missouri, Texas, Vermont and District of Columbia where they are suggested only.

## WARRANTY:

All fixtures warranted against defective parts and workmanship.

## RETURNED GOODS:

No returned goods will be accepted by us unless we have previously authorized their return in writing. For service repairs consult your supplier for name and address of nearest Authorized Dazor Service Station.

Dazor Floating Lamps are manufactured under one or more of the following patents:  
2,200,518; 2,299,250; 2,299,251 and 2,334,436; other patents pending.



DESIGN

*Desk Lamp Box*

**A-1**

LIBRARY

MAR 25 1953

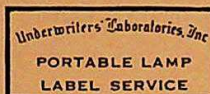
U. S. PATENT OFFICE

**INDUSTRIAL USER\* PRICE LIST**

Effective March 1, 1953

**DAZOR FLOATING MAGNIFIER  
WITH FLUORESCENT LIGHTING**

**UNDERWRITERS APPROVED**



U. S. Patent Office  
APR 27 1953  
Design Division



\*Industrial User: The term industrial user is defined and restricted to mean industrial plants, public utility companies, schools, hospitals and broadcasting stations.

**DAZOR MANUFACTURING CORP.**

4481-87 DUNCAN AVENUE

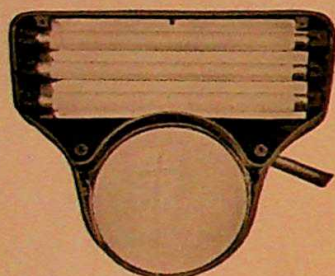
ST. LOUIS 10, MO.





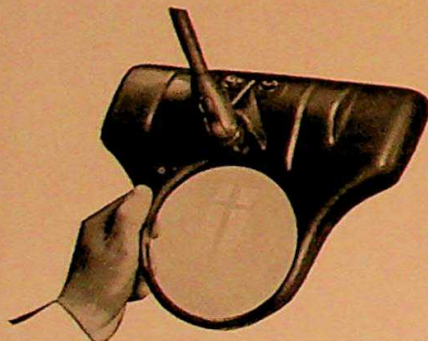
### SHARP, CLEAR MAGNIFICATION

The magnifying power of the lens is shown here with an ordinary lead pencil. Lens is of the double convex type, made of high quality crown optical glass, five inches in diameter, with a focal length of thirteen inches and a power of three diopters.



### FLUORESCENT LIGHTING

This underside view of the reflector shows the three T5 6-watt fluorescent tubes. They concentrate adequate, soft, cool light on the object under examination.



### CONTROLLED BY A TOUCH

The magnifier head, like the Dazor Floating Lamp, can be raised or lowered, pushed or pulled, swung around or tilted at any angle. Positioning is achieved with a mere touch of the hand. Wherever moved, and at whatever angle placed, the magnifier head stays put without further adjustment or locking—held firmly by the patented Dazor Floating Arm.

## Magnification and Illumination Combined in One Unit . . . .

Watchful control at each stage of a job is a must if results are to stand out. The manufacture of quality products calls for uniform precision in machining, cutting and grinding; an "eagle eye" in inspection; constant care in the fitting and assembly of small parts. In the graphic arts there must be accuracy in drawn details; exactness in stripping, registering and finishing operations. Hobbies often require careful manipulation of tiny items or the examination of minute particulars.

Difficult visual tasks such as these are performed more rapidly and efficiently with the Dazor Floating Magnifier. Two seeing aids are combined in its compact, movable head: (1) *magnification* which clearly reveals the tiniest job details and (2) supplementary fluorescent *lighting* concentrated at the point of work. This modern sight-booster reduces eyestrain and its accompanying fatigue with consequent benefit to the individual and to the production program.

The Dazor Floating Magnifier is available in Universal, Desk and Pedestal models, all pictured on the opposite page. For finishes and other data, see the back page.

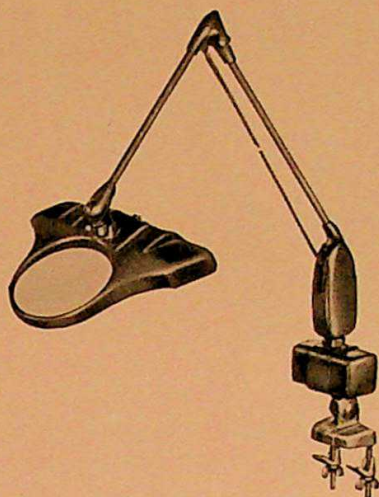
### A MODERN SIGHT-BOOSTER FOR

Inspecting	Watchmakers	Photo Retouchers
Testing	Laboratories	Artists
Fine Assembly	Schools	Photoengravers
Precision Work	Physicians	Steel Engravers
Toolrooms	First-Aid Rooms	Wood Engravers
Machine Shops	Draftsmen	Printers
Jewelers	Engineers	Hobbyists

### For other Dazor products see forms listed below

- Form 721: 15-Watt Fluorescent Lamps for Operation on Alternating Current
- Form 722: 14-Watt Fluorescent Lamps for Operation on Direct Current
- Form 723: Incandescent Lamps, Air-Cooled or Regular
- Form 725: Floating Arm for Microphones
- Form 726: Medical and Surgical Lamps
- Form 727: Quartz Ultraviolet Lamp





### UNIVERSAL MODEL

This Dazor may be clamped or screwed to any surface—horizontal, vertical or sloping. Dual-clamp fitting is removable. Screws furnished.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
UL-M-209	110V-60C	Low	24"	\$25.88	\$25.13
UL-M-225	110V-50C	Low	24"	26.81	26.06

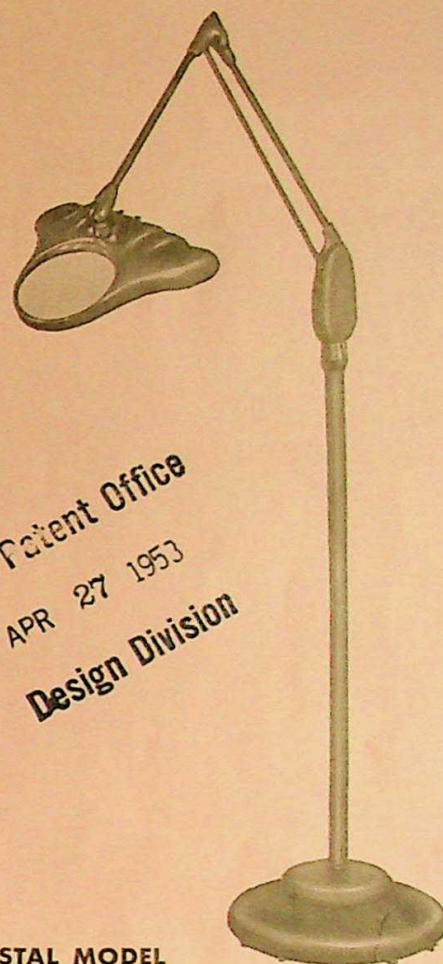


### DESK MODEL

The weighted base does not require fastening down. It may be placed anywhere on a flat-top desk, table or other horizontal surface.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
UL-M-270	110V-60C	Low	18"	\$32.81	\$31.31
UL-M-271	110V-50C	Low	18"	33.75	32.25

U. S. Patent Office  
APR 27 1953  
Design Division



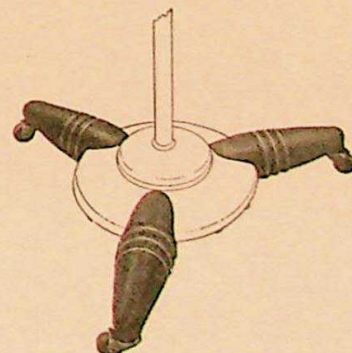
### PEDESTAL MODEL

A heavy iron base, 12" in diameter, gives stability to this portable, floor-type Dazor. Pedestal measures 39" from floor to arm hinge at top of pedestal.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
UL-M-210	110V-60C	Low	24"	\$36.19	\$34.69
UL-M-227	110V-50C	Low	24"	36.75	35.25

### CASTER ATTACHMENTS FOR PEDESTAL MODEL

This accessory attaches to the base of any Dazor Pedestal model and permits the fixture to be easily rolled wherever desired. Priced and packaged three to a set.



Model Number	Western Price	Eastern Price
X-542	\$6.94	\$6.19



**FINISH:**

Standard—brown baked enamel over bonderizing. On special order—white or gray over bonderizing.

**STANDARD PACKING:**

Universal model—One to a carton; four cartons to a shipping case.

Desk model—One to a shipping case.

Pedestal model—One to a shipping case.

Caster attachments for Pedestal model—Set of 3 to a shipping case.

**SHIPPING WEIGHTS (lbs., each unit, approx.):**

Universal model.....	15
Desk model.....	23½
Pedestal model.....	39
Caster attachments (set of 3) for Pedestal model.....	13

**UNDERWRITERS' APPROVAL:**

All models listed herein are approved by Underwriters' Laboratories, Inc.

Universal models  
have the marker—



Desk and Pedestal  
models carry the label—

**PRICES:**

Do not include tubes.

Eastern Price—applies east of Denver and El Paso.

Western Price—applies Denver, El Paso and points west.

Prices and specifications are subject to change without notice.

F. O. B. destination—2% 10th prox.

U. S. Patent Office  
APR 27 1953  
Design Division

**TAXES:**

The amount of any present or future sales or use tax, or of any revenue, excise or other tax, which may be made applicable to the products appearing in this price list, or to the manufacture, sale or use thereof, shall be paid by the purchaser.

**FAIR TRADE:**

Industrial user prices indicated herein are the minimum industrial user prices established under Fair Trade Agreement in all states except Missouri, Texas, Vermont and District of Columbia where they are suggested only.

**WARRANTY:**

All fixtures warranted against defective parts and workmanship.

**RETURNED GOODS:**

No returned goods will be accepted by us unless we have previously authorized their return in writing. For service repairs consult your supplier for name and address of nearest Authorized Dazor Service Station.

Dazor Floating Magnifiers are manufactured under one or more of the following patents: 2,200,518; 2,299,250; 2,299,251 and 2,334,436; other patents pending.



DESIGN

Desk Lamps

A-1

LIBRARY

MAR 25 1953

U.S. PATENT OFFICE

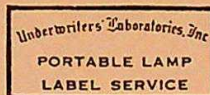
## INDUSTRIAL USER\* PRICE LIST

Effective March 1, 1953

# DAZOR FLOATING LAMPS

14-WATT FLUORESCENT LAMPS FOR OPERATION ON DIRECT CURRENT

UNDERWRITERS APPROVED



U. S. Patent Office  
APR 27 1953  
Design Division

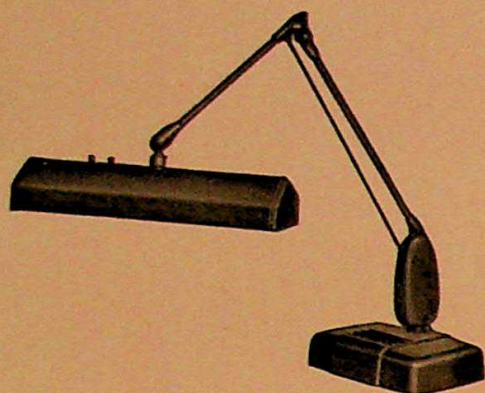
\*Industrial User: The term industrial user is defined and restricted to mean industrial plants, public utility companies, schools, hospitals and broadcasting stations.

**DAZOR MANUFACTURING CORP.**

4481-87 DUNCAN AVENUE

ST. LOUIS 10, MO.





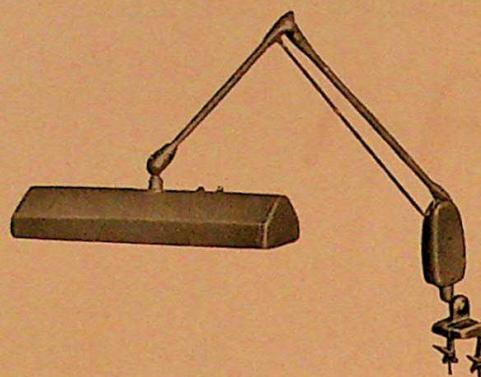
**Fluorescent  
DESK MODEL**

The weighted base does not require fastening down. It may be placed anywhere on a flat-top desk, table or other horizontal surface.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
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For Two T12 14-W Tubes

UL-14W-2324-10	110V-DC	High	24"	\$25.31	\$23.81
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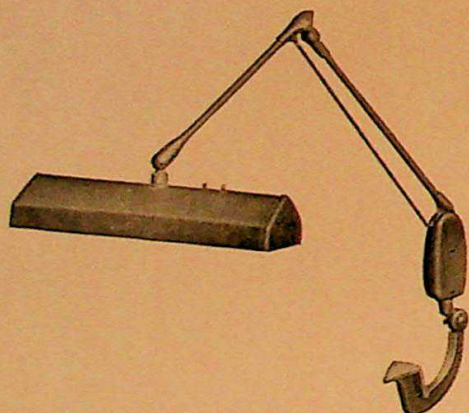
**Fluorescent  
UNIVERSAL MODEL**

This Dazor may be clamped or screwed to any surface—horizontal, vertical or sloping. Dual-clamp fitting is removable. Screws furnished.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
--------------	-----------------	--------------	---------------	---------------	---------------

For Two T12 14-W Tubes

UL-14W-2124-10	110V-DC	High	24"	\$19.31	\$18.56
UL-14W-2134-10	110V-DC	High	34"	19.31	18.56



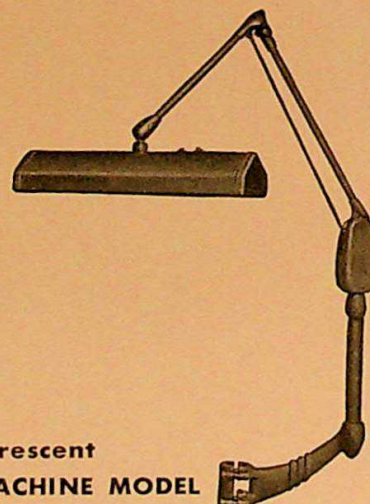
**Fluorescent  
BRACKET MODEL**

The gooseneck bracket base fastens to underside of drawing board, leaving upper edge clear for T-square. Board cover drops into gooseneck.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
--------------	-----------------	--------------	---------------	---------------	---------------

For Two T12 14-W Tubes

UL-14W-2434-10	110V-DC	High	34"	\$19.31	\$18.56
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**Fluorescent  
BUSINESS MACHINE MODEL**

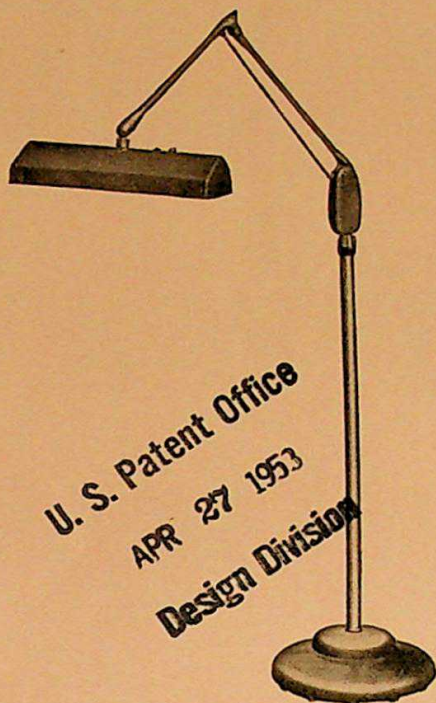
The bracket of this Dazor is easily clamped to round or square leg of any business machine. Bolts furnished.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
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For Two T12 14-W Tubes

UL-14W-2624-10	110V-DC	High	24"	\$24.38	\$23.63
UL-14W-2634-10	110V-DC	High	34"	24.38	23.63





### Fluorescent PEDESTAL MODEL

A heavy iron base, 12" in diameter, gives stability to this portable, floor-type Dazor. Pedestal measures 39" from floor to arm hinge at top of pedestal.

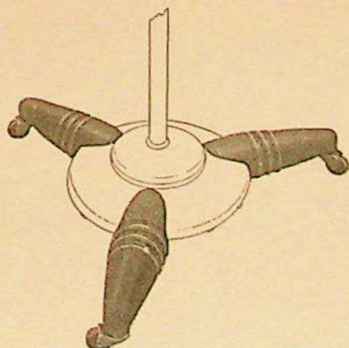
Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
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#### For Two T12 14-W Tubes

UL-14W-2224-10	110V-DC	High	24"	\$29.44	\$27.94
UL-14W-2234-10	110V-DC	High	34"	29.44	27.94

### CASTER ATTACHMENTS FOR PEDESTAL MODEL

This accessory attaches to the base of any Dazor Pedestal model and permits the fixture to be easily rolled wherever desired. Priced and packaged three to a set.



Model Number	Western Price	Eastern Price
X-542	\$6.94	\$6.19



### THE FLOATING ARM PRINCIPLE

The answer to the Dazor lamp's freedom of movement lies in its *Floating Arm*—a patented Dazor development. An enclosed spring force maintains the arm firmly in *balance*, at any point within the lamp's broad field of action.

A touch of the hand *floats* the Dazor Lamp into virtually any position. It can be raised, lowered, pushed, pulled or turned—and always the light *stays put*, exactly where it is wanted, without tightening or locking. Visualize what this improvement means from the standpoint of seeing ease and safety. Think how it relieves eyestrain, reduces fatigue, curtails spoilage and error; how it makes for greater efficiency and lower production costs.

Offices and industrial plants by the thousands have been quick to adopt this modern light-source for all types of office work, machine operation, precise assembly work and close-inspection tasks.

Dazor 14-watt fluorescent lamps are for use on direct current having a voltage not lower than 108 volts. In view of the characteristics of 14-watt tubes, we recommend, for lower voltages, our incandescent fixtures (see Form 723).

### For other Dazor products see forms listed below

- Form 721: 15-Watt Fluorescent Lamps for Operation on Alternating Current
- Form 723: Incandescent Lamps, Air-Cooled or Regular
- Form 724: Magnifiers with Fluorescent Lighting
- Form 725: Floating Arm for Microphones
- Form 726: Medical and Surgical Lamps
- Form 727: Quartz Ultraviolet Lamp



**FINISH:**

Standard—brown baked enamel over bonderizing. On special order—gray over bonderizing.

**STANDARD PACKING:**

Universal and Bracket model—One to a carton; six cartons to a shipping case.

Desk model—One to a shipping case.

Pedestal model—One to a shipping case.

Business Machine model—A single unit is shipped in two cartons, the arm in one and the base in the other; six arms to a shipping case; six bases to a shipping case.

Caster attachments for Pedestal model—Set of 3 to a shipping case.

**SHIPPING WEIGHTS (lbs., each unit, approx.):**

Universal model.....	9	Pedestal model.....	35½
Bracket model.....	9	Business Machine model.....	10
Desk model.....	21	Caster attachments (set of 3) for Pedestal model.	13

**UNDERWRITERS' APPROVAL:**

All models listed herein are approved by Underwriters' Laboratories, Inc.

Universal, Bracket and  
Business Machine  
models have the marker—



Desk and Pedestal  
models carry the label—

**PRICES:**

Do not include tubes.

Eastern Price—applies east of Denver and El Paso.

Western Price—applies Denver, El Paso and points west.

Prices and specifications are subject to change without notice.

F. O. B. destination—2% 10th prox.

U. S. Patent Office  
APR 27 1953  
Design Division

**TAXES:**

The amount of any present or future sales or use tax, or of any revenue, excise or other tax, which may be made applicable to the products appearing in this price list, or to the manufacture, sale or use thereof, shall be paid by the purchaser.

**FAIR TRADE:**

Industrial user prices indicated herein are the minimum industrial user prices established under Fair Trade Agreement in all states except Missouri, Texas, Vermont and District of Columbia where they are suggested only.

**WARRANTY:**

All fixtures warranted against defective parts and workmanship.

**RETURNED GOODS:**

No returned goods will be accepted by us unless we have previously authorized their return in writing. For service repairs consult your supplier for name and address of nearest Authorized Dazor Service Station.

Dazor Floating Lamps are manufactured under one or more of the following patents: 2,200,518; 2,299,250; 2,299,251 and 2,334,436; other patents pending.



DESIGN

A-1

LIBRARY

MAR 25 1953

U. S. PATENT OFFICE

*Desk, Bed Minor Ramps*

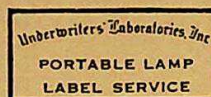
**INDUSTRIAL USER\* PRICE LIST**

Effective March 1, 1953

# DAZOR FLOATING LAMPS

15-WATT FLUORESCENT LAMPS FOR OPERATION ON ALTERNATING CURRENT

**UNDERWRITERS APPROVED**



U. S. Patent Office  
APR 27 1953  
Design Division

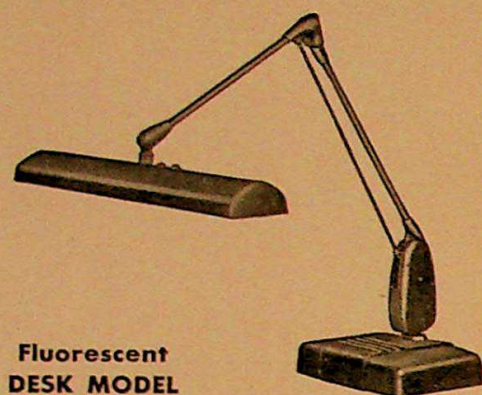
\*Industrial User: The term industrial user is defined and restricted to mean industrial plants, public utility companies, schools, hospitals and broadcasting stations.

**DAZOR MANUFACTURING CORP.**

4481-87 DUNCAN AVENUE

ST. LOUIS 10, MO.

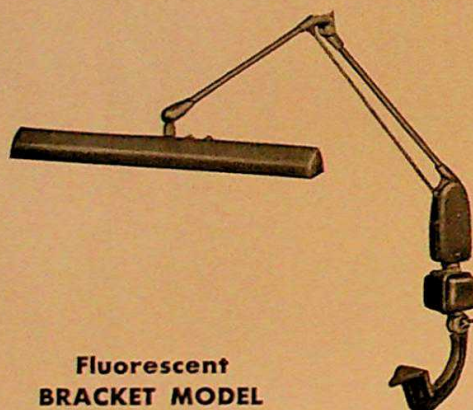




**Fluorescent  
DESK MODEL**

The weighted base does not require fastening down. It may be placed anywhere on a flat-top desk, table or other horizontal surface.

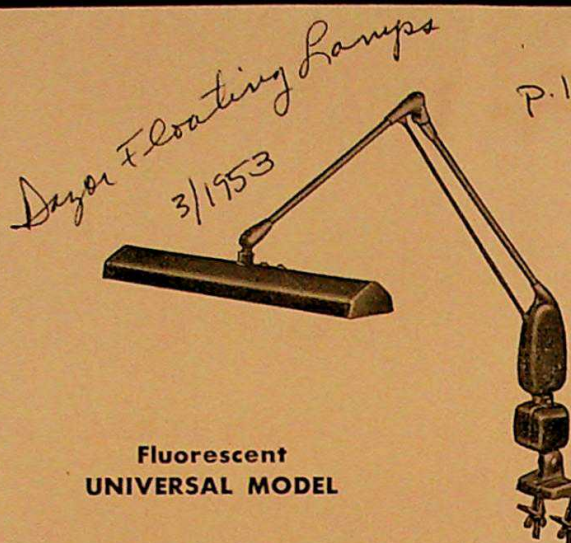
Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
<b>For Two T8 15-W Tubes</b>					
UL-2324-16	110V-60C	Low	24"	\$23.25	\$21.75
UL-P-2324-16	110V-60C	High	24"	25.31	23.81
UL-2324-15	110V-50C	Low	24"	24.00	22.50
UL-P-2324-15	110V-50C	High	24"	26.44	24.94



**Fluorescent  
BRACKET MODEL**

The gooseneck bracket base fastens to underside of drawing board, leaving upper edge clear for T-square. Board cover drops into gooseneck.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
<b>For Two T8 15-W Tubes</b>					
UL-2434-16	110V-60C	Low	34"	\$17.06	\$16.31
UL-P-2434-16	110V-60C	High	34"	19.31	18.56
UL-2434-15	110V-50C	Low	34"	18.00	17.25
UL-P-2434-15	110V-50C	High	34"	20.44	19.69



**Fluorescent  
UNIVERSAL MODEL**

This Dazor may be clamped or screwed to any surface — horizontal, vertical or sloping. Dual-clamp fitting is removable. Screws furnished.

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
<b>For One T8 15-W Tube</b>					
UL-1124-16	110V-60C	Low	24"	\$14.81	\$14.06
UL-1134-16	110V-60C	Low	34"	14.81	14.06
UL-P-1124-16	110V-60C	High	24"	16.88	16.13
UL-P-1134-16	110V-60C	High	34"	16.88	16.13
UL-1124-15	110V-50C	Low	24"	15.56	14.81
UL-1134-15	110V-50C	Low	34"	15.56	14.81
UL-P-1124-15	110V-50C	High	24"	18.00	17.25
UL-P-1134-15	110V-50C	High	34"	18.00	17.25

<b>For Two T8 15-W Tubes</b>					
UL-2124-16	110V-60C	Low	24"	\$17.06	\$16.31
UL-2134-16	110V-60C	Low	34"	17.06	16.31
UL-P-2124-16	110V-60C	High	24"	19.31	18.56
UL-P-2134-16	110V-60C	High	34"	19.31	18.56
UL-2124-15	110V-50C	Low	24"	18.00	17.25
UL-2134-15	110V-50C	Low	34"	18.00	17.25
UL-P-2124-15	110V-50C	High	24"	20.44	19.69
UL-P-2134-15	110V-50C	High	34"	20.44	19.69

**For other Dazor products see forms listed below**

Form 722: 14-Watt Fluorescent Lamps for Operation on Direct Current

Form 723: Incandescent Lamps, Air-Cooled or Regular

Form 724: Magnifiers with Fluorescent Lighting

Form 725: Floating Arm for Microphones

Form 726: Medical and Surgical Lamps

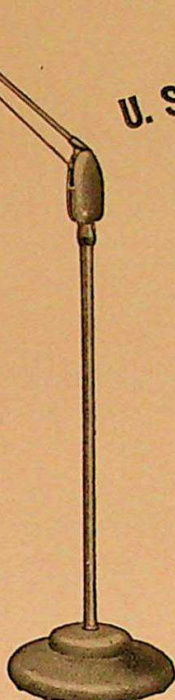
Form 727: Quartz Ultraviolet Lamp



U. S. Patent Office  
APR 27 1953  
Design Division

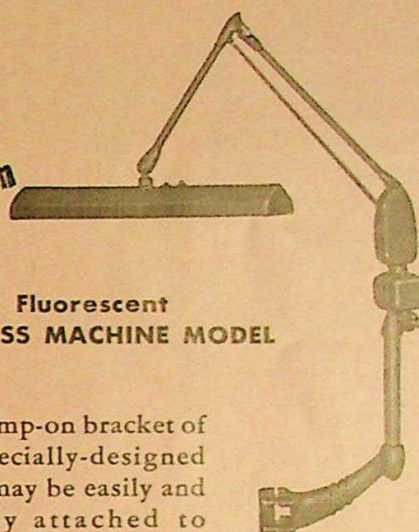
### Fluorescent PEDESTAL MODEL

A heavy iron base, 12" in diameter, gives stability to this floor-type Dazor. Lamp may be conveniently moved from one location to another. Pedestal measures 39" from floor to arm hinge at top of pedestal.



### Fluorescent BUSINESS MACHINE MODEL

The clamp-on bracket of this specially-designed Dazor may be easily and quickly attached to round or square leg of any business machine. The four bolts that are furnished rigidly hold the base in place.

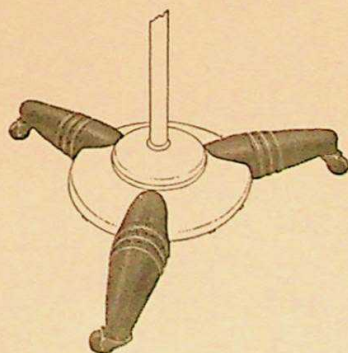


Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
For Two T8 15-W Tubes					
UL-2224-16	110V-60C	Low	24"	\$27.00	\$25.50
UL-2234-16	110V-60C	Low	34"	27.00	25.50
UL-P-2224-16	110V-60C	High	24"	29.44	27.94
UL-P-2234-16	110V-60C	High	34"	29.44	27.94
UL-2224-15	110V-50C	Low	24"	27.94	26.44
UL-2234-15	110V-50C	Low	34"	27.94	26.44
UL-P-2224-15	110V-50C	High	24"	30.56	29.06
UL-P-2234-15	110V-50C	High	34"	30.56	29.06

Model Number	Circuit Voltage	Power Factor	Arm Extension	Western Price	Eastern Price
For Two T8 15-W Tubes					
UL-2624-16	110V-60C	Low	24"	\$22.31	\$21.56
UL-2634-16	110V-60C	Low	34"	22.31	21.56
UL-P-2624-16	110V-60C	High	24"	24.38	23.63
UL-P-2634-16	110V-60C	High	34"	24.38	23.63
UL-2624-15	110V-50C	Low	24"	23.25	22.50
UL-2634-15	110V-50C	Low	34"	23.25	22.50
UL-P-2624-15	110V-50C	High	24"	25.50	24.75
UL-P-2634-15	110V-50C	High	34"	25.50	24.75

### CASTER ATTACHMENTS FOR PEDESTAL MODEL

This accessory attaches to the base of any Dazor Pedestal model and permits the fixture to be easily rolled wherever desired. Priced and packaged three to a set.



Model Number	Western Price	Eastern Price
X-542	\$6.94	\$6.19

### DAZOR POLAROID† FILTER



The filter fits any 2-tube 15-watt fluorescent Dazor Floating Lamp. Consists of transparent Polaroid light-control film, 2 metal endpieces and 2 screws for easy fastening to the reflector housing.

Model Number	Western Price	Eastern Price
F-570	\$2.81	\$2.81



**FINISH:**

Standard—brown baked enamel over bonderizing. On special order—gray over bonderizing.

**STANDARD PACKING:**

Universal and Bracket model—One to a carton; six cartons to a shipping case.

Desk model—One to a shipping case.

Pedestal model—One to a shipping case.

Business Machine model—A single unit is shipped in two cartons, the arm in one and the base in the other; six arms to a shipping case; six bases to a shipping case.

Caster attachments for Pedestal model—Set of 3 to a shipping case.

Polaroid Filter—One to a carton, 12 cartons to a shipping case.

**SHIPPING WEIGHTS (lbs., each unit, approx.):**

	One-Tube 15-W	Two-Tube 15-W	
Universal model.....	9½	10	Caster attachments (set of 3) for Pedestal model . 13
Bracket model.....	11		Polaroid Filter..... 1
Desk model.....	23		
Pedestal model.....	37		
Business Machine model .....	12		

**UNDERWRITERS' APPROVAL:**

All models listed herein are approved by Underwriters' Laboratories, Inc.

Universal, Bracket and  
Business Machine  
models have the marker—



Desk and Pedestal  
models carry the label—

**PRICES:**

Do not include tubes.

Eastern Price—applies east of Denver and El Paso.

Western Price—applies Denver, El Paso and points west.

Prices and specifications are subject to change without notice.

F. O. B. destination—2% 10th prox.

**TAXES:**

The amount of any present or future sales or use tax, or of any revenue, excise or other tax, which may be made applicable to the products appearing in this price list, or to the manufacture, sale or use thereof, shall be paid by the purchaser.

**FAIR TRADE:**

Industrial user prices indicated herein are the minimum industrial user prices established under Fair Trade Agreement in all states except Missouri, Texas, Vermont and District of Columbia where they are suggested only.

**WARRANTY:**

All fixtures warranted against defective parts and workmanship.

**RETURNED GOODS:**

No returned goods will be accepted by us unless we have previously authorized their return in writing. For service repairs consult your supplier for name and address of nearest Authorized Dazor Service Station.

Dazor Floating Lamps are manufactured under one or more of the following patents: 2,200,518; 2,299,250; 2,299,251 and 2,334,436; other patents pending.



Preliminary work on programs and materials for next year's Diamond Jubilee of Light has been initiated following approval of Jubilee aims by the Edison Electric Institute Board of Directors, it was announced today by George H. Blake, Chairman of the Light's Diamond Jubilee Program Planning Committee. Mr. Blake, who is President of Public Service Electric and Gas Company, also stated that N. W. Ayer & Son Inc., have been selected as public relations consultants for the Jubilee.

Associated with Mr. Blake on the Jubilee's policy-making committee are Ralph J. Cordiner, President, General Electric Co.; B. L. England, President, Edison Electric Institute, and President, Atlantic City Electric Co.; P. H. Powers, President, West Penn Power Co.; Gwilym A. Price, President, Westinghouse Electric Corp.; and J. R. Whiting, President, Association of Edison Illuminating Companies, and Chairman of the Board, Consumers Power Co.

To be observed on a national and local scale, Light's Diamond Jubilee will enlist the cooperative efforts of electric utilities, manufacturers, and other interested electrical industry groups and organizations, with particular emphasis on activities conducted by local companies in their own communities.

### Lamp Bulbs Higher

General Electric announced an increase in the prices of lamps for use in homes, stores and factories by an average of 8.8 per cent.

The price change involves many types of both incandescent and fluorescent lamps. Examples: The price of the 60-watt lamp bulb is raised from 14 to 16 cents, and that of the 40-watt fluorescent lamp from \$1.05 to \$1.10.

The Westinghouse Lamp Division has announced a price increase on large incandescent and fluorescent lamps. The increases will apply to a selective list of lamps in the large incandescent and fluorescent categories only and will be announced shortly to distributors to become effective April 1, according to the announcement.

Spring quarter courses announced by the Chicago Lighting Institute include a lecture course by William Richards and a laboratory course by Raymond Wozniak on Lighting Fundamentals. These courses co-sponsored with the Illinois Institute of Technology and Chicago Section Illuminating Engineering Society. The tuition fee is \$20.00.

The schedule of lectures is as follows: April 6th, Light and Sight; April 13th, Fundamentals of Illumination; April 20th, Light Sources (incandescent and vapor arc); April 27th, Light Sources (fluorescent); May 4th, Illumination Design; May 11th, Industrial Applications (movies and slides); May 18th, Exterior Applications (slides); May 25th, Office and School Applications (slides); June 1st, Store Applications (movies and slides); June 8th, Residential Applications (movies and slides); June 15th, Fundamentals of Wiring for Lighting; June 22nd, Lighting Economics.

The laboratory courses, every other Thursday evening from April 9th through June 18th, covers the following: Basic Laboratory; Brightness Meters and Visibility Meters; Lighting Survey Incandescent and Fluorescent Lamp Characteristics; Photometers Distribution Curves; Lumen Evaluation.

### New Wholesaler at St. Pete

Gulf Coast Electrical Supply, Inc., has been opened at 1540 19th St., N., St. Petersburg, Florida, as a wholesale supply and fixture house.

The company is headed by Jerry Stark, a son of Lou Stark, who represents Markel Electric Products, Inc., in the New York area.

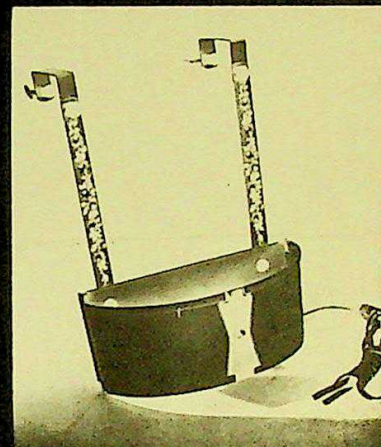
### Research Head Retires

Dr. Aaron M. Hageman, who for the past ten years has directed research and engineering at the Westinghouse Lamp Division here, will retire August 31 after 35 years' service with the corporation, it was announced recently. Dr. Hageman has been staff assistant to Ralph C. Stuart, Westinghouse vice president in charge of the division, since 1951.

The Swiviller Co., Inc., has announced the removal of its factory and general office to 43 34th St., Brooklyn 32, N. Y. The firm's showroom and sales office is still located at 30 Irving Place, New York 3, N. Y.

### Adjustable Bed-lamp

A new adjustable lamp with a shade molded of American Cyanamid Company's heat-resistant Beetle plastic, these lamps are available in pastel ivory, pink, blue and green.



Equipped with adjustable thumb screws, lamp is attached to head boards, table tops, medicine chests, music stands, exhibit displays, wall moldings and many other surfaces. Rubber inserts prevent scratching by the screws.

Manufactured by Atlas Consolidated Corporation, 298 Junius Street, Brooklyn, New York, these Beetle-shaded plastic lamps retail for \$1.98 individually boxed and are available at syndicate stores.

### Elmo Parts Catalog

Elmo Metal Products Co. Inc., 1133 Broadway, N. Y. 10, has published its catalog no. 52, for 1953, showing brass, steel, aluminum screw machine parts, electrical specialties, fittings, hardware, stampings—for the electrical, lamp and shade, and the incandescent and fluorescent lighting fixture trade.

## Many New Ideas in Distinctive Church Lighting Fixtures

### WRITE FOR NEW CATALOG

Catalog shows representative fixtures from our many designs. New ones are being developed regularly for individual jobs.

### CUSTOM-MADE FIXTURES

Will make to your design or we will submit suggestions from rough drawings based on years of experience in specializing on church lighting fixtures.

## CHAPPELL MANUFACTURING CO.

Established 1913

5144 W. Jefferson Blvd., Los Angeles 16, Calif.

## NEW CIRCLINE SOCKET FOR PERMANENT MOUNTING

Available for immediate delivery. Send for prices and samples today!

## B.J. INDUSTRIES

708 S. 3rd Street  
Phila. 47, Pa.





D48-20.F

91

# FURNITURE AND FURNISHINGS



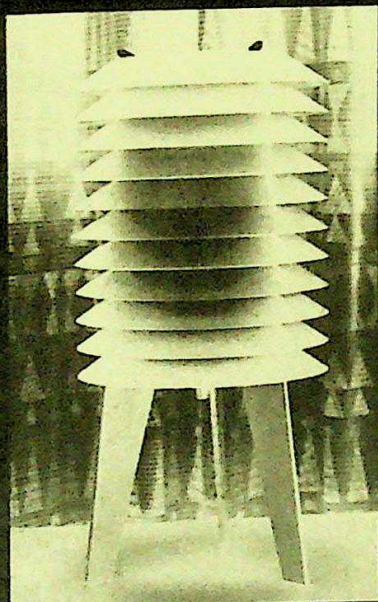
## f Melamine Laminate

elyte, upholstery material identified as Goodall or Boltoflex. Pieces and suggested retail prices: table, 36 by 48 in., extends to 60 in., \$69.75; table 36 by 48 in., extends to 72 in., \$84.75; table 40 by 60 in., extends to 75 in., \$89.75; drop-leaf table 36 by 75 in., fully extended, \$98.75; side chair, \$17.95; deluxe side chair, \$22.50; deluxe arm chair, \$28.95; 40-in. buffet, \$98.50; 60-in. credenza, \$119.75; hutch top, \$49.50; china top, \$59.50. Kuehne Mfg. Co., Maunton, Ill.



Airkool Mfg. Co., 230 Main St., Venice,

## Desk Lamp With Louvers



Desk lamp has eleven circular louvers made of black phenolic instead of a conventional shade. The louvers are opaque, but the suffused light gives an illusion of their being transparent.

Louvers slant downward to remove direct glare. Lamp is 6 by 6 by 13 1/2 in. and holds a 100-watt bulb. The three legs are aluminum.

Colors: legs are brick red, mustard yellow, or leaf green. Packed in individual carton. Delivery: immediate. Suggested retail: \$18.50. Gottschalk Sales Co., 225 Fifth Avenue, New York, N. Y.

## Television Snack Wagon

## Woven Saran Upholstery



Photo Courtesy: Firestone Plastics Co., Inc.

Chairs and sofa in American Informal Group are upholstered in fabric woven of 10-gage saran monofilaments. The Bamboo pattern material used has a "furniture finish" and is softer, less glossy, and more flexible than the Saran fabrics used for auto seat covers.

Colors: green, blue, beige, or red predominating, all with gray wood. Delivery: immediate. Styles and suggested retail: sofa \$269; chair with arms, \$113; chair without arms, \$99.

Furniture by Tomlinson, 305 West High St., High Point, N. C.

## Living Room Tables

These occasional tables, with continuous supporting frames instead of the usual separate legs, are surfaced with wood-grained melamine laminate. Known as the Academy line, the tables have solid oak frames blended to match the plastic laminate tops and shelves.





# Shopping

with  
Pat Guman



**HE'LL GET A KICK OUT OF THESE.** and so will his car! Real pony shoes attach to his rear license plate, and every year in back of him will want a pair exactly like them. With so much good luck riding his tail, he'll never come to grips with the law! With a bright lacquer finish, pony shoes are drilled, and bolts included. \$1 the pair. Ppd. Order from Horseshoe Forge, Lexington, Massachusetts.



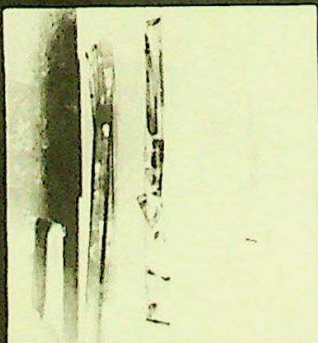
**A CUTIE IN A KILTIE** is completely irresistible, and we've found a woman who is a genius at making them. In Davidson, Dress Gordon, or Stewart of Athol dress tartans, kilties in sizes 3-6 are \$9.95; sizes 8-12, \$13.95. Glengarry bonnet to match, in sizes 20, 21, and 22, \$4.50. Ppd. Tartans are imported original clan plaids, especially woven in Scotland for Grifflon de Paris, Ridgefield, Connecticut.



**EVERY MAN** loves this—and no wonder! It's the best-looking meat platter we've seen. Made of hard maple with a well-and-cactus design to channel the gravy, the cast-aluminum steer-head handles are true works of art. For roast beef or steak, it would be sensational. 24" long, \$20. Initials branded into board. \$2. Charging-steer carving set, \$26. Ppd. Fin 'N Feather Farm Gift Shop, RFD 1, Dundee, Ill.



**SHOWER BLESSINGS.** Here is Shower-Aid, the greatest "plus" for happy showering since the needle spray. A heavy, clear plastic panel comes with two curtain hooks to hang over your rod, and the series of 5 pockets are designed to hold bath brush, shampoo, washcloth, shower cap, and soap. It's a real stoop-stopper, and just \$1. Postpaid from Brock's of Boston, 735 Brock Building, Boston 10, Mass.



OCT 16 195

DESIGN DIVISION



In Response to Many Requests for a Complete Monogrammed Linen Trousseau **FRANKLIN BAYER** Announces a Bridal Linen Club Plan

Write Today for Descriptive **FREE** Booklet, Your Guide to Fine Linens

Franklin Bayer offers you the opportunity to buy luxurious, quality linens on a simple budget plan. For the bride and the bride-to-be this complete trousseau contains every essential item for setting up housekeeping. For the homemaker it's a perfect refresher to renew and replenish depleted linen shelves.

**YOUR PERFECT TROUSSEAU OF 81 WONDERFUL PIECES INCLUDES: 9 PIECE IMPORTED DAMASK DINNER SET, 8 PERCALE SHEETS, 8 PERCALE PILLOWCASES, 25 PIECE MARTEX BATH SET** and many more attractive pieces with your choice of smart three-letter monograms.

Franklin Bayer Trousseaus are available in 3 sizes (\$115.00, \$211.75, \$320.75). Whichever size you choose, your trousseau will cost far less than if purchased separately... and you have up to 14 months to complete payment.

Write today for free booklet **BETTER YET** send first membership payment of just \$5.50. Helpful booklet and lovely personalized gift for you will follow.



**Franklin Bayer**  
The Linen Shop, Inc.

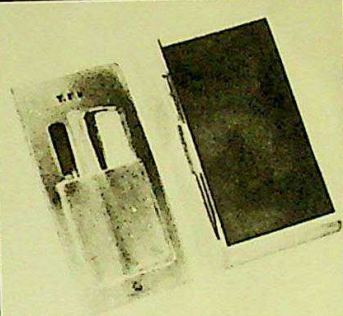
630 NORTH MICHIGAN BLVD.  
CHICAGO 11, ILLINOIS



**Bud Vase or Candlestick!**

**2 in 1** Exciting new gift exclusive! Unusual bud vase of lustrous hand-crafted copper. Lift out the sparkling glass vial... presto!... a handsome candlestick! 5 inches high, diameter 3 1/2 inches. Lacquered satin finish. So attractive (so inexpensive, too!) you'll want several on hand for any gift occasion. Pair \$2.75, \$1.50 for one, or send \$5.25 for table setting of four, postpaid. Add 50 cents for 4 six-inch hand-dipped candles. Immediate shipment. Satisfaction or money back. Send check or money order today!

**Elliott** DEPT. H8-1 **\$2.75 PAIR**  
BOX 2661 • CHARLESTON, W. VA.



**Pocket Secretary**

We think this is the finest man's billfold we've ever seen at the price. Made of pigskin, it comes fitted with note pad, gold-plated pencil, gold-plated nail file and comb. The 3 full-length compartments holds his money, papers, cards. Stamped with 3 clear initials.

just **\$6.95**

tax and postage included  
sorry, no c.o.d.'s

**Page & Biddle, Inc.**  
21 Station Road Haverford, Penna.

**LIGHT FANTASTIC**



... an ingenious bed lamp with serpentine neck and swivel base... affixes to the back of any headboard, adjusts to any position for perfect lighting. Swings entirely out of sight behind the bed for daytime decor. Special bulb focuses light. 6.75 each.

**Hale's Beds**

605 Fifth Ave., New York

**GLARE PROOF LAMP**

A new desk lamp made of metal tubing weighted at the bottom for perfect balance with a Universal swivel at the top of the stem, to which is attached the new pierced bell shaped reflector. The reflector curves in at the bottom to prevent glare. The piercing creates a pleasing effect particularly when the lamp is lighted. This versatile desk lamp, the latest design of Kurt Versen, can be turned up or down as well as sideways. It is available in dusk gray, sage green, terra cotta, desert gold and coral.

\$12.00 post paid

**WOODHALL, INC.**

55 Center Street, Waterbury, Connecticut



A-1

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1126

1125

1124

ALL LAMPS AND LAMP CLOCKS COME INDIVIDUALLY PACKED.

1124 has 3 way lighting, 8' approved cord set. Stands 12" tall.

1125 has 3 way lighting 8' approved cord set. Stands 16" tall with guaranteed self-start clock.

1126 has on-off push switch, 8' approved cord set, flex-arm and guaranteed self start clock. Unit stands approximately 24".

Displayed in Room 638-41 American  
Furniture Mart, Chicago  
Room 1481, Merchandise Mart, Chicago

PERMANENT  
SHOWROOMS

## You've Never Seen Anything Like Them



### T. V. ACCESSORY MUSTS



These sensational lamps are gorgeously finished in "Genuine Meneris" four popular colors:

Chartreuse  
Rust  
Black  
Emerald Green

The clock cases of the lamps shown, are exquisitely finished in 24 karat gold plate.

**Popularly Priced Line.**

**DON'T DELAY — PLACE YOUR ORDER NOW**

*Designed and Manufactured by:*

## THE MENERIS CO.

2362 N. Leavitt St.

Chicago 47, Illinois

## We Knew You Were Coming...

SO  
WE COOKED UP THE BEST LINE  
WE'VE EVER HAD!

*Crystal & China*

*Boudoir Lamps & Hurricanes*

*Crystal Table Lamps*

NEW YORK

HOTEL NEW YORKER ROOMS 718-19

### ROBERT ABBEY, INC.

373 FOURTH AVENUE NEW YORK 16, N. Y.  
CHICAGO: 1274 Merchandise Mart

*Member by Merit Lamp & Shade Institute of America*

**DeBONO,**  
INCORPORATED

*Now...* IN OUR  
**TWENTY-FOURTH  
YEAR!**

Quality, Styling, Value and Craftsmanship  
combine to present sales stimulating, pace  
setting creations.

NEW YORK LAMP SHOW  
Hotel New Yorker ROOM 725

### De BONO, INC. PATCHOGUE, N. Y.

PERMANENT DISPLAYS:

New York  
225 Fifth Ave.

Chicago  
R. & B. Gelbard  
1298 Merchandise Mart

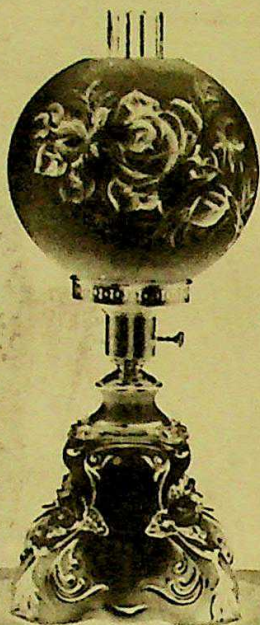
Los Angeles  
Martin DeHaan  
Furniture Mart

Southern Representative  
C. B. Baker  
Norfolk, Va.



Desk Lamp Box **A-1**  
 Lighting and Lamps  
~~Lighting and Lamps~~

P 74  
 July, 1950



*Raytomic*  
**LAMPS  
 LEADERS**  
*for*  
**FALL**

See  
 them  
 at...

**NEW YORK LAMP SHOW**  
 HOTEL NEW YORKER  
 ROOM 924

**MEMPHIS GIFT SHOW** **DALLAS GIFT SHOW**  
 MEMPHIS, TENN. DALLAS, TEXAS  
 R. (Dick) Best in Attendance R. (Dick) Best in Attendance

**CHICAGO**  
**PERMANENT DISPLAY**  
 JOHN A. McCOY  
 MDSE. MART  
 ROOM 1228



74

**RAYTOMIC**

INCORPORATED

BROADWAY, NEW YORK 3, N. Y.

**Modern Shows Strength**

It is reported that Modern lamps met with an acceptance at the Chicago market that confirmed the belief of their supporters and amazed the more conservative. Modern designs that are not too extreme, that are attractive and livable have brought this about, lamps that are at home in almost any interior either traditional or modern and that are available in the medium price ranges.

Many are now buying Modern who have avoided it until the demand could no longer be ignored. The growing popularity of modern lamps is reflected also in the larger and more comprehensive showings by stores that have handled them to a greater or less degree.

There has been a corresponding increase in the number of modern lamps shown at this market by manufacturers who anticipated the trend to modern. This makes available an ample variety of modern lamps with which to take advantage of the demand.

**Second Quarterly Issue of  
 Modern Lamps August 1**

The second quarterly issue of Modern Lamps will be issued August 1, it has been announced.

Reviewing the outstanding developments in Modern as presented at the New York, California and Chicago lamp markets, the issue will include a Retailers Report covering the various phases of selection, display and merchandising Modern; a discussion on Basic Principles; The use of modern lamps in residential interiors; a symposium on ceramic lamps; and other features including a large collection of modern designs being featured in leading department and specialty lamp stores in various sections of the country.

Press date for the second quarterly issue of Modern Lamps is July 24.

**Clock Lamps for TV**

Combination lamps and clocks are featured by the Meneris Co., 2362 N. Leavitt St., Chicago 47. The Meneris line includes a series of Television units, with and without clocks, bullet reflector styles in popular colors, goose-necks, etc.

**Rotating Swivel Connector**

Remcraft Products, 2062 E. 70th St., Cleveland, Ohio, has announced its new Swivel Connector which is claimed to permit electrical connections to rotate freely and continuously, right or left, without interruption of current flow or contact.

It is claimed that the swivel which can be locked in position houses a continuous electrical circular contact, male and female. It is made in various shapes and sizes and standard threads for two, three, or four wire circuits.

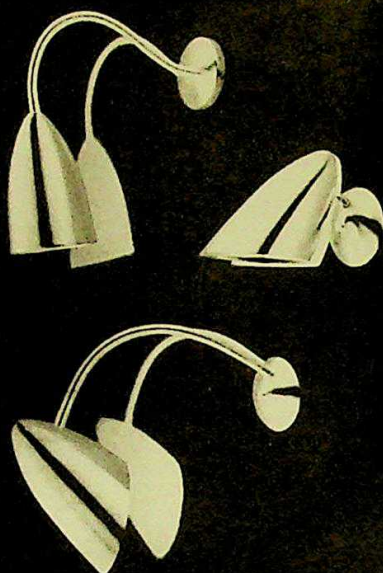


RETURN TO  
DESIGN DIV.

RETURN TO  
DESIGN DIV.



## LIGHTING

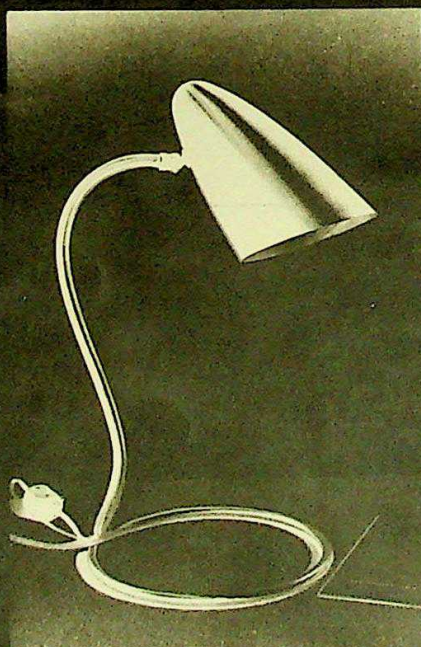


HARRY HANDLER for General Lighting Company

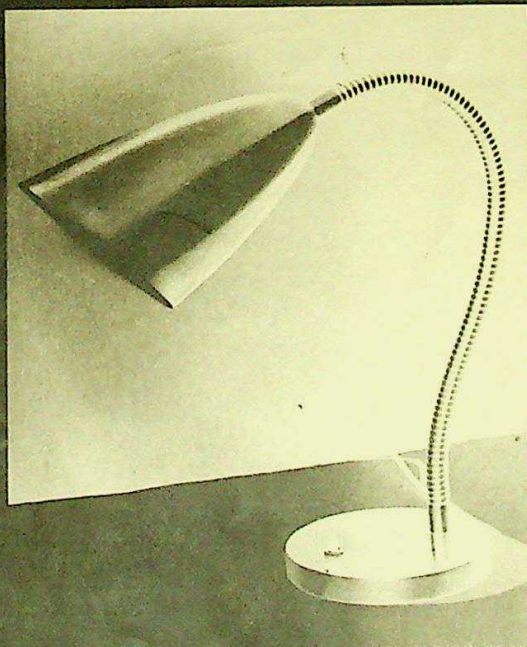
Lighting. The combined effect of spun aluminum material and vigorous contours gives these lamps a virility which many others lack. They are adaptable to many uses in all parts of the home, and may be as effective and as right in a kitchen as they are in a living room or study. \$14.00 and \$15.00.

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Page Fifty-one



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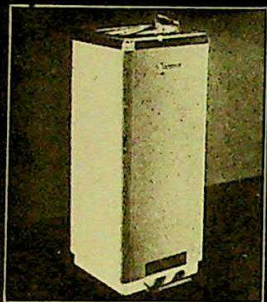
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## INDUSTRIAL EQUIPMENT NEWS

August

▼ BREVITY—Identify by IEN - 7643 If you write the maker ▼

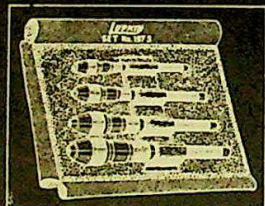
**COOLING . . Drinking fountain with sealed refrigerating equipment**Source: TEMPRITE PRODUCT CORP.  
45-49 Piquette Ave., Detroit 2, Mich.

Capacity rates 6 gal. in this new addition to the company's line of refrigerated drinking fountains. The new unit can be supplied with air or water-cooled condenser and can be specified for operation on current of given characteristics.

The assembly includes a stainless-steel top, drain and bubbler assembly, water-flow button and an optional stainless-steel foot control which can be used interchangeably with the button. Water flow is

regulated to maintain a steady stream to the user on a pressure range varying from 20 to 80 lb. in the supply line.

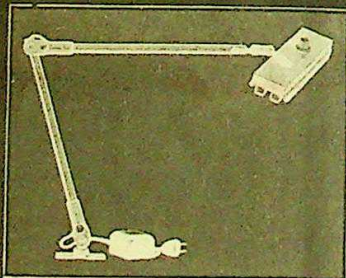
▼ BREVITY—Identify by IEN - 7644 If you write the maker ▼

**CHUCK . . Pin vise assembly, four sizes for work to .200 inch**Source: LUFKIN RULE CO.  
1948 Hess Ave., Saginaw, Mich.

No. 197S is a new assembly in a carrying case of four collet chucks with integral hollow knurled shanks to hold work or small tools. The smallest will take diameter to .055 inch. The largest rates .110 to .200 inch. The hollow shank permits holding long work. List

price for the set is \$4.40 with the leatherette case. Individual units can be purchased separately.

▼ BREVITY—Identify by IEN - 7645 If you write the maker ▼

**LIGHTING . . Fluorescent fixture, flexible arms, for machine or bench**Source: STOCKER & YALE  
46-50 Birch St., Marblehead, Mass.

Model 10 is new in the company's Lite-Mite line of adjustable fixtures to provide high-level illumination in small critical areas as on a machine or at an inspection or assembly bench. The head measures 6 in. in length, takes two 4-watt

lamps that provide 550 foot candles of light at 3 to 5 in. from the head. The lamps operate without heating, are turned on and off at a switch on the head. The adjustable support arms are available in lengths ranging from 0 to 13 inches.

All Makers of These and All Other Products Are Listed in THOMAS' REGISTER . . Descriptions . . Ratings . . See Page 50

▼ BREVITY—Identify by IEN - 7647 If you write the maker ▼

**FOR CLEANER FLOORS IT'S LAWLOR**

A Size for Every Need

Write today for new Catalog

S. C. LAWLOR CO., 120 N. Aberdeen St., Chicago 7, Ill.

▼ BREVITY—Identify by IEN - 7648 If you write the maker ▼

**NOW MULTI-WALLED PARTS****DE-BURRED****IN DOUBLE-QUICK OPERATION****NEW NOBUR BURR-REMOVING TOOL QUICKLY AND EASILY REMOVES BURRS FROM HOLES ON MULTI-WALLED PARTS!**

NOBUR eliminates slow, costly hand methods of burring...used on any machine tool, lathe, drill press, portable electric drill or at end of a flexible shaft. Minimizes costly 'rejects'...enables operator to do more in less time...increases production, lowers production costs. No skilled help necessary...easy to operate...green 'trainees' and women operators do burring with speed and accuracy...smooth, clean cutting action of the NOBUR will pass the most critical inspection. Important parts are hardened and ground. Shaft is finished to a diameter slightly under its basic size...double-edged cutting blade is of special tool steel, cuts freely in either alloy steels or soft metals. Tool is simple in construction—rugged. For complete information—write...

NOBUR MANUFACTURING CO.  
717 N. Victory Blvd. Burbank, California

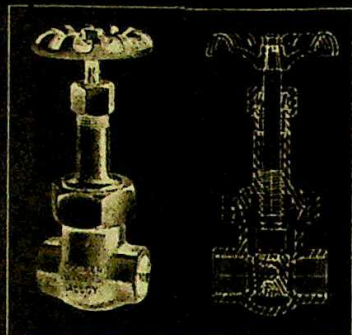


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Pg. 42

1949

▼ BREVITY—Identify by IEN - 7702 If you write the maker as ▼

**VALVE . . Union bonnet gate design  
made of stainless steel, 1/2 to 1 in.**Source: COOPER ALLOY FOUNDRY CO.  
212 Bloy St., Hillside 5, N. J.

Various alloys are available in the construction of this new valve to meet specified service requirements. It is made with threaded ends in three sizes for 150-lb. service. The ball-and-socket design of the gate pieces assures self-compensating seating when the valve is closed. The back-seating design

permits packing under pressure in open position.

List price ranges from \$26 to \$36. Face-to-face dimension is 2 3/8 to 3 1/8 inches. Height in open position is 5 7/8 to 8 inches. The stuffing box takes six or more turns of packing.

▼ BREVITY—Identify by IEN - 7703 If you write the maker as ▼

**LIGHTING . . Flexible arm fixture  
for application on bench or machine**Source: STA-PUT LITE & EQUIPMENT CORP.  
1608-12 W. Clybourn St., Milwaukee 3, Wis.

Aluminum tubing and friction-controlled ball joints make up the arm of this new patented fixture. A key socket, metal reflector and base fitting

complete the wired assembly. Five overall lengths are 29 to 48 inches. The 29-in. unit, Model BK-3-29, lists at \$9.60.

▼ BREVITY—Identify by IEN - 7704 If you write the maker as ▼

**CALCULATING . . Book keeping machine  
for small business organizations**Source: UNDERWOOD CORP.  
One Park Ave., 12th Fl., New York 16, N. Y.

Accounts-payable, receivable, general-ledger and other records can be posted with this new portable machine. It also serves for calculations involving addition, subtraction, multiplication, division. It prints a record and proof of all work and takes the usual standard business forms. The operator enters a set of figures, selects the action and depresses a motor control. The machine takes over from there, can perform a

total of fourteen automatic operations.

▼ BREVITY—Identify by IEN - 7706 If you write the maker as ▼

**UNDERFOOT SAFETY  
on EVERY STEP**

Feet don't slip when stairways and platforms are made of Feralun. Instead they find a "grip" that holds them—safe—even when wet or oily. Feralun does more than cut accident rates—it cuts maintenance costs, too. That's why Feralun has been for years the accepted standard heavy-duty safety tread—not only in industry but in every type of public and private building.

Made of cast iron, Feralun has wear-resistant abrasive particles embedded in the walking surface. Available as full treads, nosings or floor plates, Feralun can be installed on any type of stairway. It is equally adapted to new or repair installations. Once installed, Feralun wears like the "iron" it is.

Write  
today  
for full  
information.

AMERICAN ABRASIVE METALS CO.  
460 Coit Street Irvington 11, N. J.

▼ BREVITY—Identify by IEN - 7707 If you write the maker as ▼

**"COMMERCIAL"  
'BASIC PARTS  
FOR***Air Conditioning and Heating  
EQUIPMENT*

FAN HOUSINGS  
OIL BURNER TANK HEADS  
OIL BURNER TANK SUPPORT LUGS  
HOT AIR FURNACE HEADS  
HOT AIR HAT PIPES  
HOT AIR CRESCENT HEADS  
WATER HEATER TOPS  
WATER HEATER LEGS  
RANGE BOILER HEADS AND BOTTOMS  
TANK HEADS

Write for Literature

THE COMMERCIAL SHEARING  
AND STAMPING COMPANY.  
YOUNGSTOWN • 1 • OHIO • U. S. A.



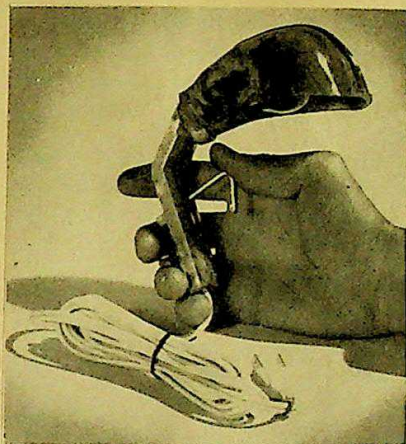
PLASTICS

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P. 32

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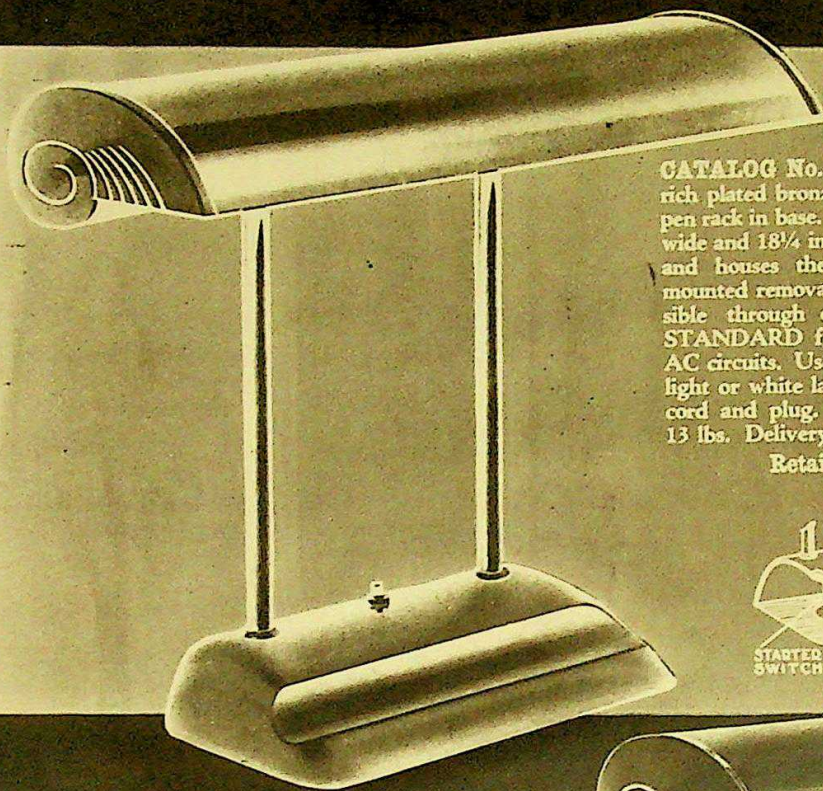
A-1



Feather-light "Klip-On" lamp can be utilized for reading in bed. With "Lustron" hood and other attractive features, product of Stapleton Industries, Incorporated, Cleveland, Ohio, sells at price of \$2.29, with bulb and cord

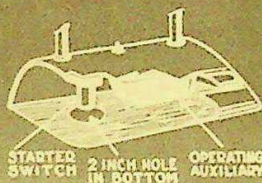


# MILLER FLUORESCENT DAYLIGHT DESK LAMPS PROVIDE REAL EYE-COMFORT



**CATALOG No. FL 720** — smartly styled. Finished in rich plated bronze. Convenient push-button switch and pen rack in base. 15½ inches high. Reflector is 6¾ inches wide and 18¼ inches long. Base is 11 inches by 6 inches and houses the operating auxiliary. Has separately mounted removable starter switch which is easily accessible through opening in bottom of base. Supplied **STANDARD** for operation on 110-125 volt, 60 cycle AC circuits. Uses 15 watt T-8, 18 inch Fluorescent Daylight or white lamp. Comes with 9 foot rubber-covered cord and plug. Standard package, 1. Packed weight, 13 lbs. Delivery code, A

Retail price \$13.95 (less bulb)



#### OPERATING AUXILIARY

This shows the operating auxiliary built into the base of these Miller lamps. Removable starter switch is easily accessible.



**CATALOG No. FL 721** — an efficient fluorescent lamp with cast metal column. Finished in rich plated bronze. Convenient push-button switch and pen rack in base. 15½ inches high. Reflector is 6¾ inches wide and 18¼ inches long. Base is 11 inches by 6 inches and houses the operating auxiliary. Has separately mounted removable starter switch which is easily accessible through opening in bottom of base. Supplied **STANDARD** for operation on 110-125 volt, 60 cycle AC circuits. Uses 15 watt T-8, 18 inch Fluorescent Daylight or white lamp. Comes with 9 foot rubber-covered cord and plug. Standard package, 1. Packed weight, 14 lbs. Delivery code, A.

Retail price \$15.15 (less bulb)

2

11304

TITLE

Miller Lamp



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A-1

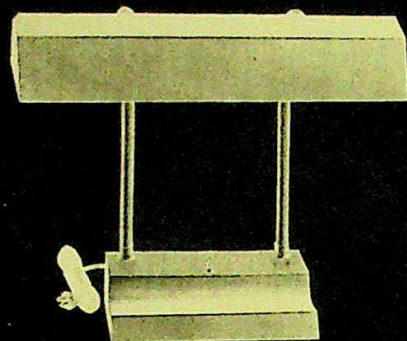


## Desk Lamps

53

## LAMP

"Today"



Be sure to specify  
A.C. or D.C.  
Georgian Bronze  
and  
Gold Finish

Height 15 1/2"  
Width 18"  
Cord 9' Long

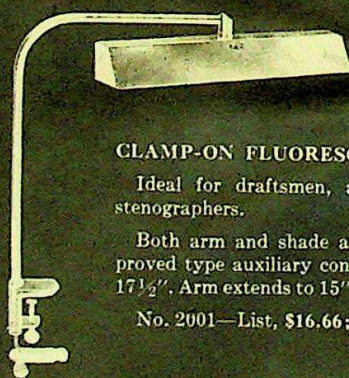
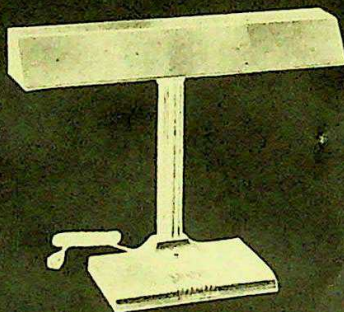
Model No. 2000

1. **REAL INDOOR DAYLIGHT:** Uses new Mazda T-8, 15 watt Fluorescent Daylight bulb, which gives the closest approach to real daylight ever achieved.
2. **MORE LIGHT:** 42 footcandles . . . at 18 inches . . . 4 times as much light as the average man has on his desk. Minute details can be seen with startling vividness . . . smallest type can be read with ease.
3. **COOL LIGHT:** Actually 50% cooler than ordinary lighting. And it is psychologically cooler. Imparts new feeling of coolness to offices.
4. **WIDE SPREAD:** Covers the desk with light. Shade is adjustable so light can be directed where needed.
5. **OUTSTANDING VALUE:** Sells at about half the price of any comparable unit. List, \$16.80 less lamp; resale, \$12.50.

## ECONOMICAL FLUORESCENT DESK LAMP

Uses one T-8 15 watt Daylight Fluorescent lamp. English bronze finish. Height 14 1/2". Auxiliary concealed in reflector. Neat and attractive.

No. 2002—List, \$10.60;  
6 @ \$9.54.



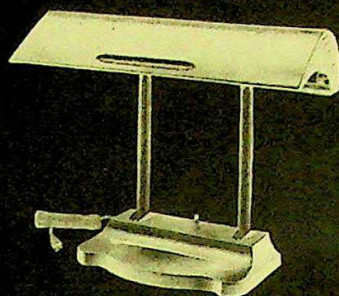
## CLAMP-ON FLUORESCENT DESK LAMP

Ideal for draftsmen, architects, bookkeepers, stenographers.

Both arm and shade are fully adjustable. Approved type auxiliary concealed in shade. Height, 17 1/2". Arm extends to 15". Georgian Bronze finish.

No. 2001—List, \$16.66; 6 @ \$15.00.

## FLUORESCENT DESK LAMP



An unusual combination of beauty and high lighting efficiency. Equipped with latest type approved ballast and starting switch.

Ornamental parabolic shade with genuine Alzak reflecting surface.

"On" and "off" switch conveniently located in large, pleasingly designed base.

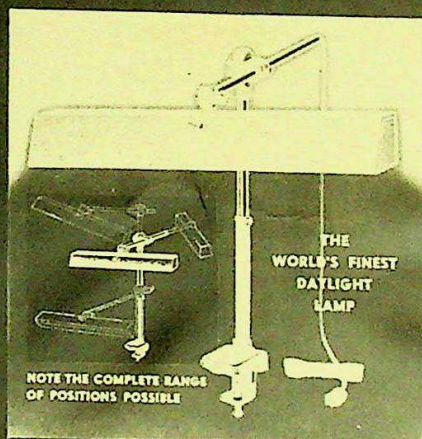
Finished in lacquered Bronze with Satin Gold trimming. Uses one 15 Watt, 18" Fluorescent lamp.

No.	Volts	Each	6 @
2006A	115, 60 Cy.	\$12.94	\$11.94
2006D	115, D. C.	12.94	11.94

(Bulb not included.)

## FLUORESCENT ADJUSTABLE LAMP

With Flange or Clamp-on Mounting



## Adjustable to all positions

Flange mounting can be screwed to bench, wall or ceiling. Clamp-on mounting has adjustable screw opening to maximum of 2".

Upright arm adjusts from 14" to 26". Horizontal arm adjusts up to 16".

Shade is 18" long and has reactor built in.

Finished in baked Morocco Brown with Cadmium plated trim.

High efficiency enameled reflectors.

Use one 15 Watt, 18" Fluorescent Lamp.

Furnished with 9 ft. cord and rubber plug.

No.	Mounting	Volts	Each	6 @
2011AC	Flange	115, 60 Cy.	\$11.64	\$10.74
2011DC	Flange	115, D. C.	11.64	10.74
2012AC	Clamp	115, 60 Cy.	11.64	10.74
2012DC	Clamp	115, D. C.	11.64	10.74

(Bulb not included.)

ALL ITEMS SHOWN ON THIS PAGE 2% CASH DISCOUNT

U. S. ELECTRIC COMPANY

SPRINGFIELD, ILLINOIS



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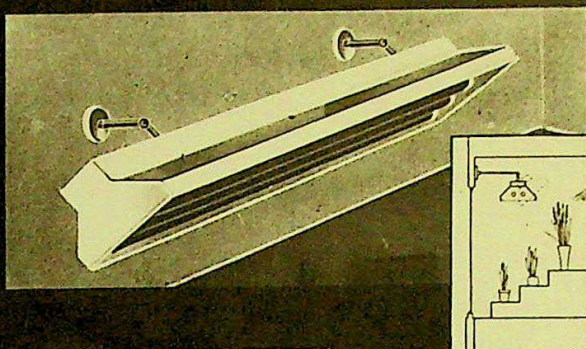


## SHOW WINDOW LIGHTING

Approved by Underwriters' Laboratories

### "DAYLIGHTING" FOR WINDOWS

Continuous Show Window lighting with adjustable brackets for focusing reflector at most advantageous position for height and width of each window. Can be furnished in units as shown or in continuous lengths. If continuous, one extra bracket included for each extra lamp length. Housing is steel, mahogany lacquer finish. Reflector is specular ALZAK.  $\frac{1}{2}$ " K.O. connectors in each fixture for connection. Fixtures completely wired with auxiliaries and brackets.

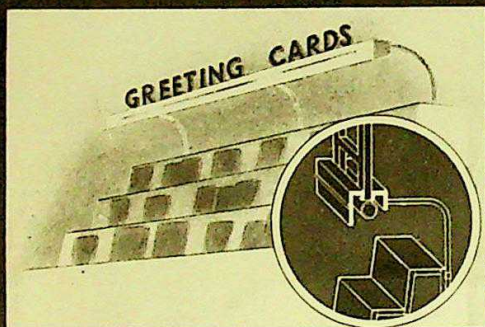


Cat. No.	Row of Lamps	For Lamps	Length	Width	Height
7902	2	18", 24", 36", 48"	All lengths are 1" longer than length of lamp used	10"	5 $\frac{1}{4}$ "
7903	3	18", 24", 36", 48"		13"	5 $\frac{1}{4}$ "
7904	4	18", 24", 36", 48"		16"	5 $\frac{1}{4}$ "

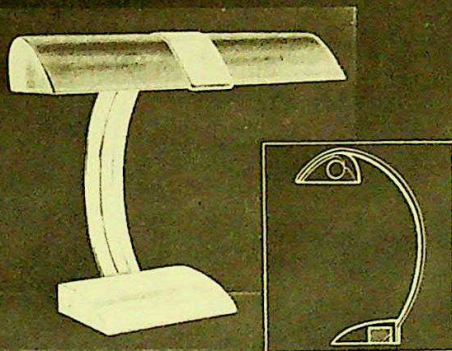
Specify size of lamps, when ordering

### FOR TOPS OF COUNTERS IN STORES

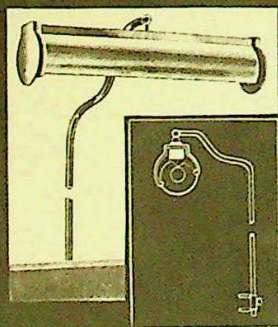
For Emphasizing Particular Displays



No. FL7006 illuminates greeting card rack below and glass letters above. Furnished complete with arms, auxiliary equipment and wiring. Size is 2 $\frac{5}{8}$ " high and 3 $\frac{3}{4}$ " deep. Standard finish is mahogany lacquer with satin nickel trim. Length is 39", height 3 $\frac{1}{2}$ ", width 3 $\frac{1}{2}$ ". See page 10 for information on letters.



No. 8093, graceful, modern top of showcase or counter fixture. Can be used to particular advantage because of curved stem which allows merchandise to be passed underneath for clear view without obstruction of upright. The shade is solid bronze and the arm and base are black glossy lacquer for contrast. Will not tip over. Size: 16" high; reflector shell, 19" long, 5" deep, 2 $\frac{1}{4}$ " high. For one 18" fluorescent lamp. Has ALZAK reflector.



No. 8097. Counter Top Display Unit. Particularly adapted for chain stores. Curved tubing centers light over counter. Tubing is polished chrome and housing is satin aluminum. Reflector is ALZAK. Length 20" overall. Height 30". Reflector shell is 4 $\frac{1}{2}$ " x 4 $\frac{1}{2}$ ". Completely wired with auxiliary for one 18" lamp. Includes arm clamp rear counter support.

No. 8096. Top of case color matching unit for viewing merchandise under conditions approximating daylight. Mounted on a non-tip 12 lb. heavy cast base with decorative prongs supporting reflector shell. Unit is 18" high overall, shell is 19" long with 6" face. 8096 is for one 18" lamp. B8096 for two 18" lamps. Both units are completely wired with cord, plug and auxiliaries. Made of bronze or made of steel, mahogany lacquer finish.



GARDEN CITY PLATING

**GARCY**  
REFLECTORS

& MFG. CO., CHICAGO

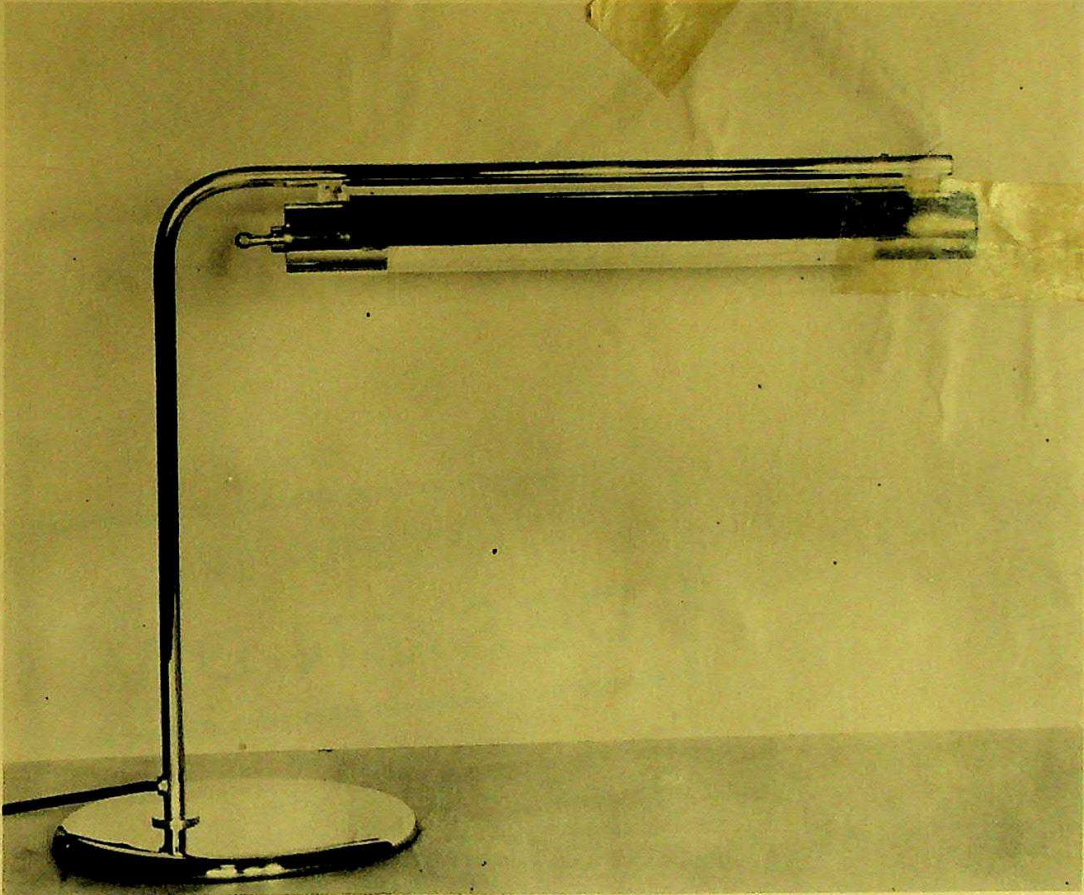
*Catalog No. 39 - 1939*



A-1

**KURT VERSEN • INC.**

**CONTEMPORARY LIGHTING**



NO. 4447

Polished chromium finish, revolving  
reflector in black enamel, white  
opal glass cylinder.

Height: 15"

Price \$24.00

(Use 40 Watt T-8 bulb)

other finishes 10% more

15%<sub>90</sub>

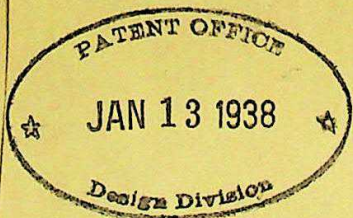
RETURN TO  
**DESIGN DIV**

**19 east 47th street**

**new york**

**plaza 3-2135**

**NEW ADDRESS  
373 FOURTH AVE**





RETURN TO  
**DESIGN DIV.**

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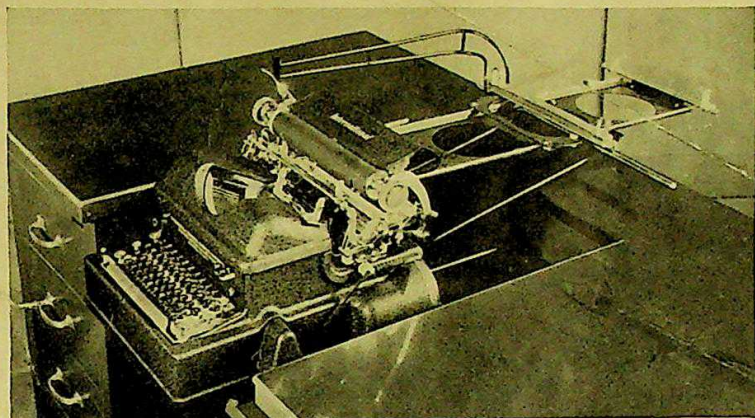
A-1

Desk Lamps

New

EQUIPMENT

136



Bill-Writing Machine

**BILL-WRITING MACHINE**—Lowered costs in bill writing and order writing are cited by the International Business Machines Corporation, New York, N. Y., as advantages of its new all-electric bill-writing machine for handling all types of continuous forms. In writing, the fingers need never leave the keyboard, since every mechanical movement of the machine is electrically powered, including carriage return, back spacer, line spacer, type shift, tabulator and type keys. Improved form carrier of light weight and sturdy construction will accommodate all types of continuous forms, it is said. It is also claimed that the machine can be adjusted to make as many as twenty clear copies.

**DESK LAMP**—For the desk that is too small or too crowded to accommodate the pedestal-type lamp the Greist Manufacturing Company, New Haven, Conn., has added this swinging arm, clamping unit to its White Knight group. It is said that the same operating details with the triple-glass Celestialite luminaire afford a day-like light over the entire desk. This brings this line to six attractive models including the floor or chair-side lamp for reception rooms or large executive offices.

**HEATER SWITCH**—New silver break a.c. heater switches are being marketed by the Arrow-Hart & Hegeman Electric Company, Hartford, Conn. Small, compact and inclosed in porcelain or bakelite, they are suggested for use with ranges, although the manufacturer states they "answer all heater needs." Features available include: Four and eight positions, two- and three-wire balanced load, three-heat, double-pole or single-pole, series parallel and other connections, single-hole fixing or yoke mounting.

**RECTIFIER BULB**—A new mercury-rectifier charger bulb, type 2-RA-6, designed for use in battery chargers or any other device where rectified a.c. is desired, is offered by Continental Electric Company, Geneva, Ill. Feature of bulb is a new and different

type, non-sagging filament developed along the lines of those used in industrial tubes where a life expectancy of 5,000 to 10,000 hours must be had; manufacturer guarantees the bulb for 2,000 hours. Universal cap connection permits the use of the Fahnestock or other type of clip and guards against breakage of the glass seal. Electrical characteristics: Filament volts, 2; amperes, 13; output amperes, 6; inverse peak voltage, 300.

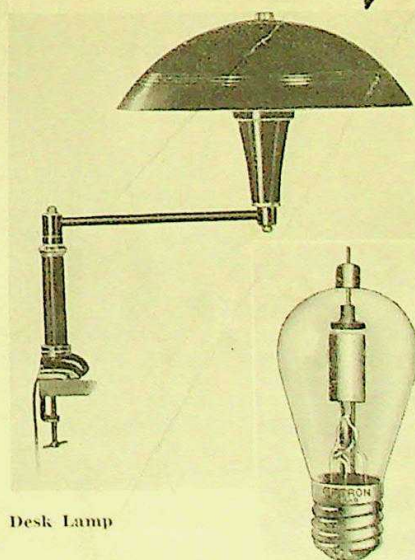
**A. C. RELAY**—A new series 110 relay by Guardian Electric Manufacturing Company, Chicago, Ill., is described as a compact, flexible and economical unit for a.c. service. Uninterrupted, reliable operation is said to be assured by a full-floating armature that eliminates friction in operation. Hum and chatter have been eliminated, it is claimed, by use of a large shading ring

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the device automatically disconnects the motor from the line when an overload occurs, reconnects it when the motor has cooled. This operation is repeated until motor is freed of overload or removed from the line. Available for motors having rated full-load currents from 1.3 to 10.4 amp.

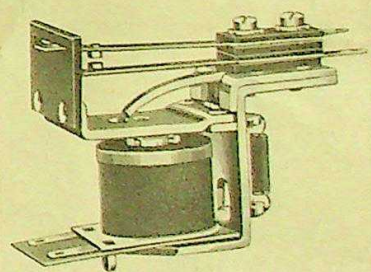
**MIDGET LINESTARTERS**—Midget contactors and linestarters comprising a line of remote-controlled, reversing and non-reversing magnetic starters for small single-phase and polyphase squirrel-cage, induction motors have been announced by Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa. Non-reversing contactors are said to be particularly adapted for use with motors driving air-conditioning equipment, small compressors, small pumps, oil burners, domestic stokers, small fans and small machine tools. Both reversing contactors and reversing linestarters are available in these sizes:  $\frac{1}{2}$  and 1 hp., 110 volts, single and three phase; 1 hp., 220 volts, single and three phase.

**BATTERY CHARGING SHOP**—A new Tungar "Charging Shop" which will charge as many as twelve 6-volt batteries or six 12-volt batteries at 6 amp. and is intended primarily for use in service stations and garages has been announced by the General Electric Company's appliance and merchandise department, Bridgeport, Conn. Said to be a compact, vibrationless assembly, the "shop" is of heavy steel, one-unit construction and is equipped with an all-rubber plug and cord for connection to 110-volt, 60-cycle a.c. circuits.

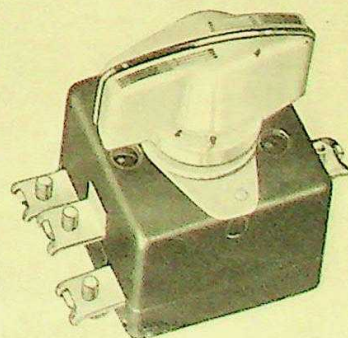


Desk Lamp

Rectifier Bulb



A.C. Relay



Heater Switch